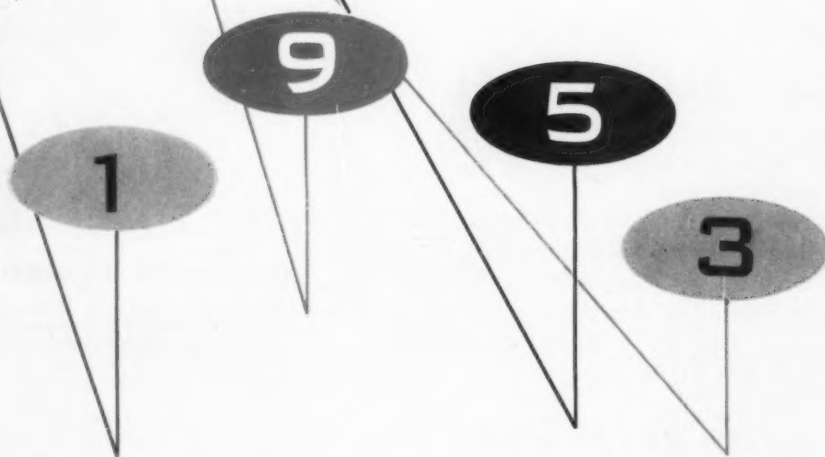


ELECTRICAL MERCHANDISING

JANUARY • 1953

McGRAW-HILL PUBLISHING CO., Inc.
PRICE ONE DOLLAR



STATISTICAL AND MARKETING ISSUE

Sales of appliances and radio-TV in both dollars and units for 10 years through 1952

1952 appliance sales by states

Appliance and radio-TV saturation as of January, 1953

Retail sales by months, showing seasonal trends

Special articles on the farm market and on lighting

Reports from 213 utilities on their merchandising plans, sales and saturation in their regions

Separate market studies on 35 appliances, radio and television

The 1953 business outlook for the industry

MARKET STUDIES

WASHERS
IRONERS
CLOTHES DRYERS
ELECTRIC BED COVERINGS
REFRIGERATORS
FREEZERS
RANGES
STEEL KITCHEN CABINETS
WATER HEATERS
ROOM AIR CONDITIONERS
DEHUMIDIFIERS
VACUUM CLEANERS
FLOOR POLISHERS
SPACE HEATERS
DISHWASHERS
FOOD WASTE UNITS
TELEVISION
RADIO
ELECTRIC CLOCKS
ROASTERS
MIXERS
FANS
IRONS
TOASTERS
COFFEE MAKERS
WAFFLE IRONS
SANDWICH GRILLS
ELECTRIC SHAVERS
BROILERS
BLENDERS
DEEP FAT FRYERS
POWER LAWN MOWERS
SMALL MOTORS
RECORD PLAYERS
RECORDERS
SEWING MACHINES
WATER SOFTENERS



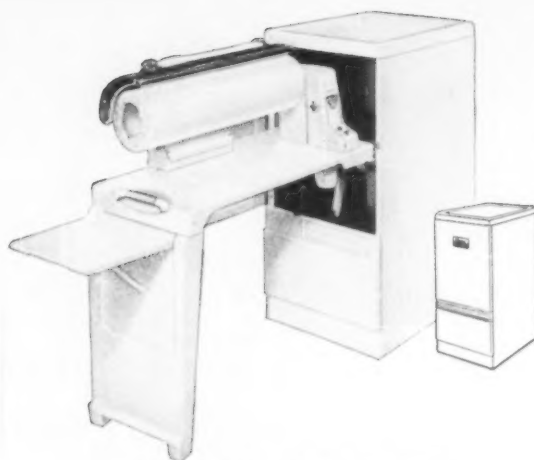
**NEW
WASH-A-MATIC AUTOMATIC CLOTHES WASHER**

The only washer with the Pulsating Spiral-Tub Agitator . . . Gives the world's most gentle, most thorough and most economical washings.



APEX AUTOMATIC CLOTHES DRYER

Both gas and electric: Electric model has new "Sun Glow" element—extra large. **Fastest drying rate—most economical operation!**



APEX FOLD-A-MATIC CLOTHES IRONER

Most convenient ironer ever built. Folds into compact, table-top cabinet. Exclusive Apex "Floating Roll" gives more uniform, easier ironing.

APEX Dealers Have No Competition!

**EVERY Apex Appliance HAS FEATURES
THAT OUT-PERFORM, OUT-VALUE ALL OTHERS!**

TO ALL APEX DEALERS:

1953 marks our 40th year of appliance leadership. This year with the greatest engineering features in the industry, Apex plans the biggest advertising and merchandising follow-thru in its history. Celebrate with us; cash in on the line that helps you sell! Every Apex has an unmatched sales-builder to put you ahead of the field . . . give you a greater share of profits! Sell and demonstrate Apex, and your only competition will be another Apex dealer!

Al Scott
Vice President

When you sell Apex, you sell the line that eliminates competition. Not only does Apex lead the field feature-for-feature . . . but only Apex gives a big, extra *exclusive* sales advantage in each appliance that other lines can't match! Join the Apex "team". . . you'll see for yourself why every Apex appliance gives you something easier to demonstrate . . . easier to sell! You'll discover why they're "Better Built to Better Serve" when you . . .

See them in action at the "Mart"
ROOM 1472 • MERCHANDISE MART

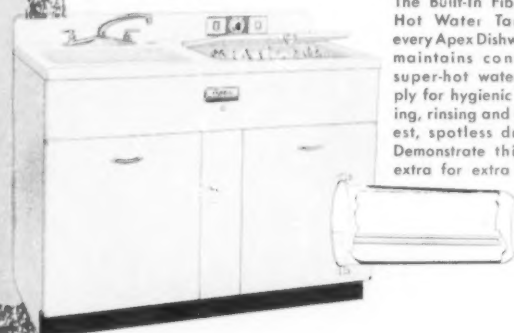
**APEX
SPIRAL DASHER
CLOTHES WASHER**

Washes with equal efficiency from top to bottom of tub. "Fabric Saver" dial automatically times washing . . . world's finest automatic safety wringer.



APEX DISH-A-MATIC AUTOMATIC DISHWASHERS

The Built-In Fiberglass Hot Water Tank in every Apex Dishwasher maintains constant super-hot water supply for hygienic washing, rinsing and quickest, spotless drying. Demonstrate this big extra for extra sales!



New Apex STRATO-CLEANER

WORLD'S MOST POWERFUL CLEANER

*...twice the power on the rug
twice the power above the floor*

Demonstrate These Big Selling Advantages!

- Easiest Lid Removal!
- No Motor Lifting to Replace Dust Bag!
- Most Powerful Motor in the Home Cleaner Field!
- Complete 'Round-the-Room Cleaning Ease!



New Apex DISH-A-MATIC

ROLL-A-WAY DISHWASHER

**ONLY MOBILE UNIT WITH BUILT-IN
HOT WATER TANK**

Demonstrate These Big Selling Advantages!

- Super-Hot Water for Super-Clean Dishes!
- No Installation Costs or Kitchen Alterations!
- Does Complete Service for 6!
- Frees Sink Faucet During Entire Washing Cycle!

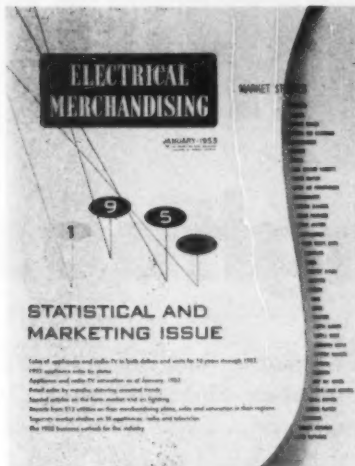
Apex

HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY

CLEVELAND 10, OHIO





The Cover . . .

Oddly enough, the cover of the January issue, which tells what's in the book, is the first part of it sent to the printer. It's a case of making an expensive promise well in advance and then having to live up to it—which is probably one good reason why this is the biggest Statistical and Marketing Issue we have ever published.

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January, 1953 Vol. 85, No. 1

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ALL READY TO UNPACK

for Westinghouse



NEW
HIGH-STYLE
DISHWASHERS

BRAND NEW
REFRIGERATOR
AND FREEZER
LINE

SENSATIONAL
NEW RANGE
DEVELOPMENT

TWO BIG
NEW TV
SHOWS
PLUS STUDIO ONE

Westinghouse Retailers who took us at our word to "Hold Everything!" can relax their grip. Their wait is about to be rewarded.

For, starting immediately in 37 leading marketing centers, the Westinghouse 1953 Sales Trunk is being rolled on stage and the lid's being lifted.

And what breath-taking contents it contains. New products and features that blaze fresh trails in engineering and design. Exciting new promotions that will throw store traffic into high. Plus over-

YOU CAN BE SURE..IF IT'S **Westinghouse**



FROST-FREE



DISHWASHER



CLEANER



IRON



ELECTRIC SHEET



TOASTER OVEN



MOBILE HEATER



WATER HEATER

A TRUNKFUL OF GOOD NEWS ... A YEARFUL OF PROFIT

Retailers!

powering advertising that will capture the public's eye and ear with three great TV shows, a power-packed magazine program and a country-blanketing key city newspaper program.

Yes, it's all wrapped up in a two-hour show that will raise the sales sights and spirits of every retailer that sees it. So draw a big red circle around one of the dates listed below and get ready to see appliance history in the making.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio



HOLD EVERYTHING FOR THESE BIG MEETINGS THAT START IMMEDIATELY!

Cleveland Jan. 16	Charlotte Jan. 15	Des Moines Jan. 15	New York Jan. 15
Detroit Jan. 18	Daytona Beach . . . Jan. 18	Denver Jan. 18	Boston Jan. 18
Chicago Jan. 20	Atlanta Jan. 20	Salt Lake City . . . Jan. 21	Syracuse Jan. 21
Milwaukee Jan. 21	Birmingham Jan. 22	Los Angeles Jan. 25	Buffalo Jan. 23
St. Paul Jan. 25	Baton Rouge Jan. 27	San Francisco . . . Jan. 27	Pittsburgh Jan. 25
Kansas City Jan. 28	Houston Jan. 30	Seattle Jan. 30	Hershey Jan. 28
St. Louis Jan. 30	Dallas Feb. 1	Portland Feb. 3	Philadelphia Jan. 30
Cincinnati Feb. 1	Tulsa Feb. 4	Spokane Feb. 5	Washington Feb. 2
Louisville Feb. 3	Memphis Feb. 6		Richmond Feb. 4
Indianapolis Feb. 5			Bluefield Feb. 6



TOASTER



WASTE-AWAY



RANGE



ELECTRIC GRIDDLE



FOOD CRAFTER



DEHUMIDIFIER



HOME FREEZER

I'm **RUTHLESS RUST**. I SELL FOR YOU BY DESTROYING ORDINARY WATER HEATERS, BY CONVINCING HOMEOWNERS THAT ONLY **PERMAGLAS** WATER HEATERS ARE SAFE FROM MY ATTACKS.

I'm **Four B.I.** I KEEP YOUR CUSTOMERS SOLD BY PROTECTING **PERMAGLAS** WATER HEATERS FROM RUST AND CORROSION WITH A. O. SMITH'S FOUR BASIC IMPROVEMENTS.



Your two **Best Salesmen—**
They're different characters...
but both of them **Sell Permaglas[®]**
A.O. Smith
AUTOMATIC WATER HEATERS

More than ever, it will pay you to sell A.O. Smith *Permaglas* automatic water heaters.

Tell the big story about *Permaglas*. It's easy to show the advantage of owning the *one* water heater that can't rust because *glass can't rust*... the *only* water heater with Four B. I. Protection against all rust and corrosion.

National Advertising reaching more than 40,000,000 homeowners is paving the way. "Ruthless Rust" and *Four B. I.* have been pre-selling *Permaglas* water heaters in your own community!

And A. O. Smith merchandising and dealer helps are ready to go, to make *Permaglas* pay off for you.

Mail the coupon for complete information

A. O. Smith Corporation
Permaglas-Heating Division, Dept. EM-153
Kenosha, Illinois

Send me complete information on the A. O. Smith *Permaglas* Automatic Water Heater and your merchandising program that helps dealers capitalize on *Permaglas* nation-wide consumer acceptance.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



MERCHANDISING HELP GALORE!

A.O. Smith

PERMAGLAS-HEATING PRODUCTS

SALES: Atlanta • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21 • Houston 2
Los Angeles 22 • Midland 5, Texas • Milwaukee 8 • Minneapolis • New York 17
Philadelphia 3 • Pittsburgh 19 • San Francisco 4 • Seattle 1 • Springfield, Mass.
Tulsa 3 • Washington 6, D.C.

SERVICE: Chicago 17 • Dallas 1 • Los Angeles 12 • Union, N.J.

International Division: Milwaukee 1
Licensee in Canada: John Inglis Co., Ltd.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Jingle Bells on Halloween made consumers mad, but Xmas business was important to year's total . . . Discount houses start to advertise . . . How many dealers can afford to go South?

ON the final totals of Christmas business rests eastern dealers' success in the 1952 business year. By now dealers know those totals and how well they did in 1952, but in early December they were still wondering, worrying and waiting. The importance they attached to Christmas sales was exemplified by the outbreak of seasonal decorations before Thanksgiving. In Washington, D. C., for example, some merchants even mixed Christmas gimmicks with their Halloween displays, thus exhibiting an anxiety which had some reverse effect, causing people to complain bitterly about premature advertising. One consumer summed up what could develop into a seriously antagonistic attitude with, "I thought Christmas had gotten about as commercial as possible, but damned if I don't rebel at hearing Jingle Bells when there are leaves on the trees."

November Pickup. With some exceptions, November sales showed an improvement over the previous month, giving some dealers hope for a busy Christmas season.

Dealers in the Boston area, particularly the department stores, report increased activity in November and retailers in central locations experienced a pickup from mid-November on. In Beantown, food freezer plans continue to meet favorable republic

response, partly because Boston is probably the first area where food plans have enjoyed the prestige factor of pioneering by department stores.

However, sales in Boston are not reported as ideal for all products. TV has been spotty. Water heaters, despite intensive promotion, showed only slight November gains. Dryers, on the other hand, have been moving exceptionally well.

New York Jigsaw. The situation in New York State as of the first week in December was not consistent. Upstate New York for example, reported upswinging sales. Metropolitan New York City dealers were not so happy.

Even within more limited areas dealers were not finding everything all of a piece. One Buffalo dealer, for example, says, "November has made a very good showing and is way ahead of November, 1951. Refrigeration is almost double the 1951 month and ranges and washers also are far above last year."

But, in the same city, another dealer reports, "Our November is not up to plans, although it equals last year. November started slow after a good October, but picked up a bit during the last two weeks. TV is making the best showing with white goods a little off." Others in the same area agree that TV is the standout and some find spot shortages in certain refrigerator models and deluxe ranges.

In New York City, where the weather and competition were hotter, retailers report a lethargic November, spotty TV sales, and little activity in white goods. The only bright spot, say some, was the inventory picture; stocks had purposely been held low.

Rebellion at Retail? The long, bitter battle of the price cutters was still raging in early December, but there were some signs that the combatants were wearying and might even rebel. More and more dealers, according to one distributor spokesman, were taking the attitude of "I'll let 'em walk out before selling a \$300 washer for a \$10 profit." More were trying to find merchandise that was not easily footballed—which meant lines not handled by the chains. But every month it becomes more difficult. Business-hungry distributors need big distribution—which chains can provide—and, with carload orders in the offing, will provide deals for the asking, making it doubly difficult for small independents to meet chain prices and still stay in business.

Perhaps the best-entrenched small dealers in the New York area are those who can sell the advantages of

their own service facilities, but frequently these are limited to TV, because so much white goods service in the metropolitan area is handled at the distributor level.

TV Tops in D. C. Down in Washington, where a lot of people must be getting ready to move, TV is surprisingly strong. Nearly all dealers report good November TV sales, but many claim that shopping has been more thorough than voluminous. "People," says one big outfit, "are shopping around for a bargain this year. . . . They all seem aware that each store is out to undersell the other."

One chain in Washington reports that by early December small appliances were already starting to move, that refrigerators were slow to move, and that TV was slow to come in from the distributor. Their main difficulty is getting 17-inch sets and they claim that apartment dwellers prefer this size to the 21-inch models.

A third Washington outlet agrees that small appliances were moving by the first of the month and point particularly to electric percolators, portable mixers and promotionally-priced toasters. This firm complains, however, that sales in the first week of December slipped a little and wonders aloud if perhaps the fact that discount houses are advertising openly in newspapers has anything to do with the decline. Discount advertising, incidentally, has not been confined to Washington. Even in White Plains, N. Y., one concern boasts of the fact it is a discount house.

Where You Stand. With Christmas and inventory out of the way, many dealers begin thinking of the sunny South—a place where they can go to commiserate with other retailers on "what a lousy year it was." Not all dealers, however. Some go to reap the fruits of success. And some, probably most, don't go at all. The reason, if you can assume anything from a recent survey, is that they don't make enough. The survey, a pilot study made for a more complete job, shows that only 4.2 percent of appliance and radio-TV dealers do a volume in excess of \$500,000. Merchants with volumes between \$250,001 and \$500,000 account for 8.3 percent. More, 12.5 percent, do a business between \$100,001 and \$250,000.

A total of 27.8 percent count volume between \$50,001 and \$100,000 and the biggest proportion of all, 40.2 percent, realize less than \$50,000. The volume done by those who didn't answer only they know.

The Midwest



By TOM F. BLACKBURN

Five situations that entrenched themselves in 1952 . . . Year's most interesting promotions . . . Who owns TV in Chicago . . . Idiotic business in electric clocks . . . Hot water with heat pumps . . . Who finances cut price firms?

AS the year 1953 wound to a close, it saw a number of changes take place that promise to become permanent parts of the distribution picture:

1. Take premiums—scarcely a promotion starts without use of the premium. This is a nice way of cutting price without altering the price ticket.

2. "Gifts" came in with 1953. Order something on a free trial, and along comes a gift with it. Even if you return the appliance the gift remains yours for your trouble.

3. Free trials grew in number with solvent and responsible customers. Most any old customer can buy on a no-money-down basis today.

4. "Associate distributors"—which is a cute way of describing retailers who get most of the distributor's margin—grew in number. A Wisconsin utility pointed out that where dealers make extraordinary efforts, they deserve it, but in Chicago some 22 cut price houses have squeezed the distributor out of most of his margin.

5. The shorter margins that have been prevailing caused a tremendous hue and cry in 1952 when volume fell. There is a demand for more discount, but if the trend is toward the super appliance store, it will not happen. The old fashioned food store had a mark-up of 40 percent, you will

(Continued on page 6)

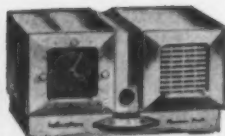
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Motorola



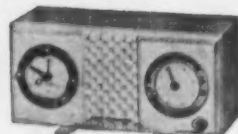
Western Auto



Hallicrafters



Bendix



CBS Columbia



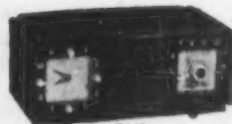
Admiral



Olympic T V



Spartan



Philco

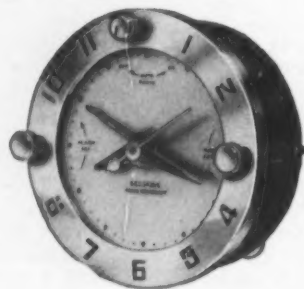


Regal



Sears Roebuck

**More value leaders
in Clock-Radios and
Television are
equipped
with**



Sessions
SWITCH TIMERS

Because Sessions Timers are lower-priced than other dependable makes, more and more clock-radio and television manufacturers are offering buyers a better value for their money.

Make any comparison. Take this initial price advantage and add Sessions' expert engineering, quieter operation, unbeatable accuracy, and attractive styling, and you have a total number of important features unmatched by any other clock-radio timer. For details write The Sessions Clock Company, Timer Division, Dept. 111, Forestville, Connecticut.



Jewel



Sylvania

remember, whereas today's super food market gets along on an average of 15 to 17 percent.

In Menominee, Michigan a dealer who sold out of his warehouse, and other dealers who operated in tents all drew crowds attracted by low prices, made possible by low operating costs. Obviously, advertising is doing the pre-selling of these lines, and the approach is toward self service.

Good Promotions. Possibly the best thing this column can do is relate promotions that clicked during the year. In Chicago the offer of a free Christmas tree with a purchase of \$5 or over drew crowds before the holidays. It caused prospects to drop in who might have waited. Rose bushes brought in business from families who lived in homes, roller skates tapped the springtime buying, and ice cream cones and frankfurters at less than cost attracted evening shoppers. A Peoria, Ill., dealer sells antifreeze on cold days. Anyone who owns a car is a good prospect, he says.

To get rid of an inventory, E. A. Oakley of Plattsville, Wis., is credited with a clever promotion called "break the beam." As a customer walks into the store he breaks the beam of a photoelectric eye. If he comes at a certain time—unknown to the customer—he enjoys certain advantages and discounts.

In Appleton, Wis., a dealer found that the meter plan is working again, with real meters hooked on to appliances. Phillips & Smith of Monroe, Wis., gave away watches with major appliance sales, and moved 65 items with them. In Wichita, Kans., a store sells kitchen cabinets in any color wished. Naturally, the color is sprayed on after installation.

Chicago discovered that its television set ownership is near complete saturation, and that the town is ready for 650,000 replacements. TV Forecast magazine found that 77.4 percent of its families own television. Of these, 33 percent own sets with 12½ in. screens or smaller, and 51 percent have sets 2 years old or more.

Appliance Stores lead in TV. Appliance stores sold 37.3 percent of them, radio-television stores, 20.8 percent, and wholesale outlets 10.2 percent. Loop department stores accounted for only 4.9 percent of the total, and 4.6 percent were given as presents.

Skilled workers account for 38.9 percent of ownership, white collar workers 20.4 percent, executives and owners 19.4 percent. The lower middle income bracket owns 60 percent of the sets in use.

There is a grave suspicion that a lot of retailers posing as business men do not know beans about handling an inventory. Electric clock sales, for example, are a bread and butter staple. It has long been a rule of thumb that one-half as many electric clocks are sold each year as there are homes. If a retailer has 1,500 homes in his

territory, it is a cinch that 750 clocks are going to be sold to them by somebody.

Yet during the first half of 1952 there was an alarming drop in inventory. On the first of August some stores were 350 clocks below normal stock. Mind you, these dealers knew perfectly well the bulk of their clock business was coming the last three months of the year. Still, they waited until the last dog was hung and rushed in their orders. Result, a lot of sales are going to be lost simply because the merchandise is not on the shelves. You can say this again when it comes to fans and many other items.

Heat Pumps that Dehumidify. A middle west utility is experimenting with heat pumps in the homes of its engineers. They are being used to heat water, and do not string pipes outside in trenches. The pipes are hung in the basement, and do a double job of dehumidifying as well as heating.

If you want a job in arithmetic, figure out where the discount houses are getting their capital. Where do they get the money to swing the big league business some of them are handling? Profits don't snowball that fast, especially when you are giving 20 to 25 percent away. Few banks are going to pony up with capital. Even gangster money wants something more certain. Now comes a big distributor with the idea that possibly there is a touch of Ponzi in all this abracadabra. Time is going to tell how these organizations will stand up in time of adversity.

The Great Lakes



By FRANK A. MUTH

1952 looked good . . . 1953 expected to be much better. TV moving very well.

DEALERS seem to be very optimistic about 1953 prospects. They're having a bumper year as 1952 closes, and look for an even better one in 1953.

In early December, a vice-president of a Liberty Avenue distributor in (Continued on page 6)



Steam or Dry Iron

made by the makers of the famous Hoover Cleaners

Instant acceptance in introductory markets sends sales ahead of production. Rate now being doubled to expand areas!...

Retailers from Chicago and Omaha, Indianapolis and Seattle, Buffalo and Toledo, Detroit and Portland have really made a hit with the new Hoover Steam or Dry Iron. They report women everywhere immediately take to its many first-time features.

With the new Hoover Steam or Dry Iron retailers are in a position to cash in on the big swing to new synthetic fabrics and blends that require a new type of iron. Unpredictable results on delicate new synthetics with millions of irons now in use make your customers conscious of the advantages of the new Hoover. Advertising in leading magazines is now reminding them of these advantages. The market is ripe and ready.

We at Hoover are mightily pleased by the overwhelming acceptance of our newest product and also happy to be able to say that back orders are now being filled. Contact your distributor for further information and details of our so-successful introductory selling plan. He can advise you as to when the Hoover Steam or Dry Iron will be available in your area.



THE HOOVER COMPANY

ELECTRICAL MERCHANDISING—JANUARY, 1953

Special Products Division, North Canton, Ohio

PAGE 7

Five Brand New
Rival Electrical Products
to ring your sales in '53!

NEW! DeLuxe
STEAM-O-MATIC®

STEAM AND DRY IRON

NEW!
BROIL-O-MAT®
ROTISSERIE

NEW! Standard
STEAM-O-MATIC®
STEAM AND DRY IRON

NEW!
FRY-O-MAT®
DEEP FAT FRYER

NEW!
BROIL-O-MAT®
INFRA-RED BROILER



THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

Pittsburgh described fourth quarter conditions in terms of a constant picking up ever since August and said, "We are having a terrific season with TV, it is about 2 to 3 weeks on back orders, and blonde sets are so far back that I don't think we'll ever catch up. It looks impossible right now."

The fourth quarter in 1950 was the best anyone in the appliance business had ever experienced, and this same quarter of 1952 was even better. It looks like it is about 20 percent ahead, although the gross profit might be about the same distributors in Pittsburgh, Columbus, Cincinnati and Louisville, Ky., all seem to believe.

Some Difference. There was a difference as to what quarter was the best. In Pittsburgh it was the fourth quarter that measured up well. The second quarter was better in Louisville. The dollar volume for the year was up about 30 percent, but that is still about 10 percent behind 1950. Cincinnati believed it was the third quarter. It compares favorably with the third quarter of 1951, but about 5 percent below 1950. Profits for 1952 are also off 5 percent over 1951 even with a 5 percent sales increase for the year because of the soft market the first five months of 1952.

From all reports it seems that 1952 was much better than anyone expected.

Who Did It. The urban dealer seemed to do the best job throughout 1952 for just about everybody. However, in Cincinnati, one distributor sales manager, believes that the principal department stores did the best job there. Rural business, he says, on the whole was better than urban.

It Was Easy. One dealer said recently in Cleveland that it is getting harder and harder to sell. Distributors seem to agree that it was pretty easy in 1952. The exceptional advertising and promotional campaigns that the various manufacturers offered helped greatly.

The best product to move throughout the year was television. The fourth quarter is traditionally the electronic season. TV and record players are in greatest demand. Slowest movement seems to be on freezers. The success of the West Coast wasn't shared by mid-western dealers. Some distributors have done a wonderful job with dryers and automatic washers. It has been difficult to keep inventory on either.

Inventory Low. Stocks of low-end television models are gone. A Louisville distributor wrote this writer that at the present time nobody has any. There seems to be a great demand in his area for table model television sets and, because of the Christmas rush in late November, inventory was gone by mid-December.

The South



By AMASA B. WINDHAM

A backward glance

Dealers expand

Christmas volume exceptional

THIS is the time of year to see what may be in store for the appliance dealer during the coming months. Before going into a huddle with the crystal ball, it might be well to glance backward to see where we've been. Some trends and indications are evident.

If 1953 sales continue as good as they were in the waning months of 1952, dealers are going to be as busy as ants at a Sunday School picnic. It may be sometime before final figures are available, but 1952 was a whopping big year for southern appliance dealers.

In Florida, for example, the sale of domestic electric appliances passed the 1951 sales mark at the end of September and were steaming on towards an all-time record high, with November and December sales described as "phenomenal". In New Orleans the sale of television sets through November was an estimated 110 percent over 1951; in Birmingham the figure was approximately 88 percent, and in Atlanta it was an estimated 65 percent.

In Nashville dealers sold almost 6,000 electric ranges in 1951, but expectations were that the final sales figure for 1952 would be close to 7,000 ranges. East Texas and northern Louisiana dealers almost doubled their sale of ironers and dryers in 1952.

Everybody Is Selling. It was the same story in every hamlet, city and cross-roads of the South. As far as could be ascertained by personal interview, telephone call and indirect report, the salesmen never had it so good. Hundreds of dealers expanded, scores of them moved into newer and larger quarters, while failures and closings were remarkably few. There was just one significant thing to be

(Continued on page 10)



Only from Hallicrafters

**A WORLD-WIDE PORTABLE
SO SUPERIOR
SIMPLE COMPARISON SELLS IT!**

Only Hallicrafters could have produced this set—the World Wide portable. No other company has the experience, the know-how in precision communications, that it takes to design and build such an instrument at such a price. No portable radio on the market has the number of bands, the coverage, the selectivity, the ease of tuning, the power of this magnificent new Hallicrafters. See it—try it. Simple comparison proves it—and sells it! The Hallicrafters World Wide portable plays anywhere, has three antennas. Dynamic Turret Tuner for shifting from one band to another. 117 volts AC or DC or batteries. There is nothing like it!

The whole world knows **Hallicrafters Quality**

... easier to sell because it's easier to prove!

Now... Hallicrafters 20" Television PRICED TO SELL—BUT NOT AT YOUR EXPENSE!

Here's news! This magnificent new Hallicrafters 20" TV is priced at a "Bargain-Leader" level—but YOU don't make any sacrifice. Here is a competitively priced 20" TV that gives YOU a fair mark-up. Why make sales that don't make money? It's profits, not sales, that keep your doors open.

And, as with all Hallicrafters equipment, here is the finest picture in TV. Here is a set that invites comparison—a set so superior that it is *guaranteed for one full year!* Non-glare, glass front. Provision for UHF. Modern plastic cabinet.

Complete line of 17", 20", 21" and 27" Console and Table Models from \$199.95. Including Excise Tax.

Prices subject to change without notice



hallicrafters

CONTINUED FROM PAGE 8



THE GREATEST SERVICE ORGANIZATION OF ITS KIND IN THE WORLD...

Near every owner there is a world-famous Briggs & Stratton service organization. Factory trained and supervised mechanics are ready to tune up, repair or rebuild Briggs & Stratton engines with original Briggs & Stratton parts.

Dealers may well remind Briggs & Stratton owners, that if their engines are not busy during these winter months, now is the ideal time to have them serviced — to insure continued peak performance for busy periods ahead.

Only Briggs & Stratton maintains such complete world-wide authorized service facilities, a big "plus" that owners get only when they specify Briggs & Stratton engines on the gasoline powered equipment they buy and use.

Briggs & Stratton Corp., Milwaukee 1, Wisconsin, U. S. A.



In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

noted in all this turnover—the dealer's profit showed scant, if any, increase over 1950 and 1951.

"Oh, we've done a whale of a business in 1952. We had to, to stay in business," was the way an old timer in Memphis summed it up.

This Memphis dealer has a point. If the specialty shop operator is going to keep eating high off the hog, he'd better do a little more planning than he has in the past in almost every phase of his business. The reasons—at least as far as the southern dealer is concerned—are as follows:

1. The spending boom shows no signs of letting up. In most sections of the South, the dealer can sell anything. If he wants to up his profits, now is a fine time to give thought to pushing the sale of portable items, disposers, dehumidifiers and new types of electric housewares, as well as refrigerators and laundry equipment.

2. The problem of getting competent sales help, already a migraine nightmare, is going to be more acute than ever before, until summertime at least. There just isn't an adequate supply of good salesmen around. It would pay most dealers to spend a few hours thinking about how he's going to hang on to the salesmen he has or train new ones to meet the situation.

3. It is trite to say it, but competition is going to be tougher than ever. The chain houses and the cut-price operators are moving in everywhere and entrenching themselves, preferring to make a smaller profit and do a larger business. The southern dealer, who hasn't been too long acquainted with this type of competition, must find some way to meet it—through service which it can't provide, the handling of name brands, or other effective methods.

4. The effects of the 1952 steel strike, now being felt sharply, will continue for at least another month

or so, with continued shortages in name-brand small refrigerators, 17-inch TV table sets, water heaters and some other items. Plans to take up slack by pushing other items may pay.

5. Nobody knows which way the cat will jump in the international picture. All-out war, say, as sudden as in June, 1950, can change the entire appliance picture. No dealer can close his eyes to the possibility, as far as planning is concerned.

6. Saturation is rising sharply. Whether the dealer likes it or not, he is at least up to his knees, maybe even deeper, in the replacement business. Plans for handling this market to get the most out of it, should pay off in good profits.

7. Service is a good selling factor. It is definitely a part of the appliance business and it's here to stay. The dealer without a service department might well carefully weigh its advantages against its disadvantages and make the best arrangements possible for service. It can't be ignored.

This is the general outlook for 1953—at least, for the first six months—as a roving reporter gets it direct from the horse's mouth.

Holiday Rush On. This forecast does not leave much room for a report on the sale of individual appliances. Yuletide business (and this is written several weeks ahead of Christmas) gave prospects of being exceptional.

Dealers and distributors in Atlanta, Miami, Birmingham, New Orleans, Charlotte and Memphis all reported that pre-holiday buying was heavy and that record sales were expected the two weeks before Christmas. In a few cities the holiday rush had begun a month ahead of time and in some areas, housewares, which were expected to go great guns, already were in short supply in numerous items.

(Continued on page 12)

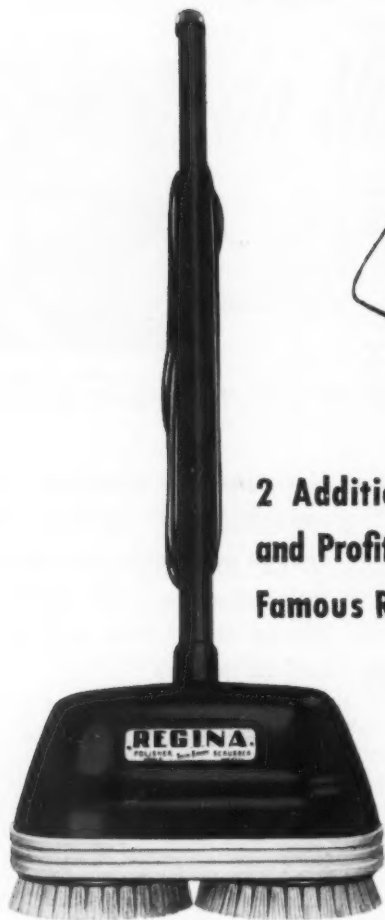


Wait till you see . . .

REGINA's

2 NEW EYE-OPENERS AT CHICAGO

**2 Additional Big Sellers
and Profit Makers to these
Famous Regina Products:**



REGINA'S MODEL S TWIN-BRUSH POLISHER AND SCRUBBER
America's No. 1 Floor Polisher . . . for sparkling-
beautiful floors all around the house.

REGINA'S MODEL E HEAVY-DUTY TWIN-BRUSH FLOOR MACHINE
Tops in the field . . . for all types of industrial, in-
stitutional and commercial floor maintenance.



IF YOU CAN'T MAKE THE CHICAGO SHOW—write
us for complete information, using this coupon.



**REGINA ELEKTRIKBROOM . . . the
lightest, fastest, easiest-to-use
vacuum cleaner ever invented.**

THE REGINA CORPORATION, RAHWAY 11, NEW JERSEY

Gentlemen:

Please send me complete information on the two new Regina products
to be shown in Chicago for the first time.

Name

Address

City Zone No. State

**PLUS
VALUES**
IN THE CORDS YOU SELL



FOR 50 YEARS
Wiremaker for
Industry

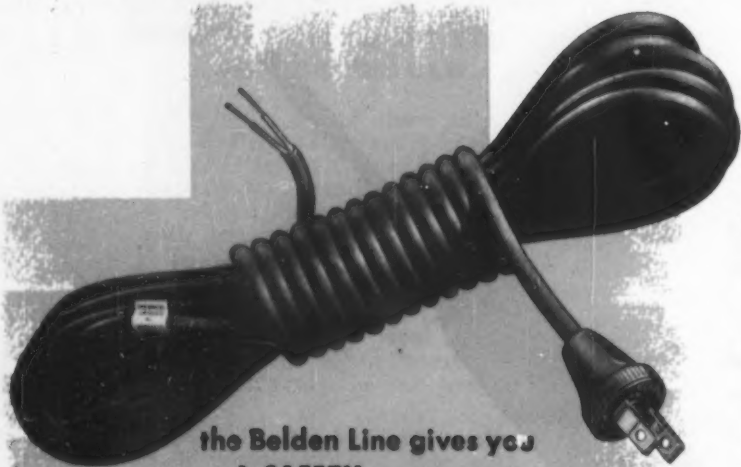
To You, Belden's Golden Anniversary Means

—product performance that can come only from a "know-how" that has grown through actual service since the early days of the electrical industry.

—an ability to cooperate in pioneering new wires to meet or anticipate industry's growing needs.

In the years that follow This Belden Program Is — TO BE CONTINUED

... Make a Difference



the Belden Line gives you

- + SAFETY
- + APPEARANCE
- + SATISFACTION
- + PROFITS

This all-rubber mixer cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

Belden Manufacturing Co.
4663 W. Van Buren St.
Chicago 44, Illinois

CORDITIS-FREE
CORDS BY ...

Belden

WIREMAKER
FOR INDUSTRY

**APPLIANCE-RADIO-TV
PICTURE**

CONTINUED FROM PAGE 10

The Far West



By HOWARD J. EMERSON

Not enough salesmen; not enough good selling; not enough applicants; not enough training; not enough money: a special report from interviews with 60 dealers

AS the appliance dealers of the eleven western states entered 1953, the most important factor in their pursuit of a profitable sales volume during the new year is the lack of enough competent specialty salesmen. The market potential for 1953 in these fast growing, industrially-humming west coast states is excellent. Appliance and TV supplies are toward surpluses rather than shortages. But the profit potential for the dealers is still clouded by the inevitable use of price cutting, discounting, etc., as substitutes for list price selling.

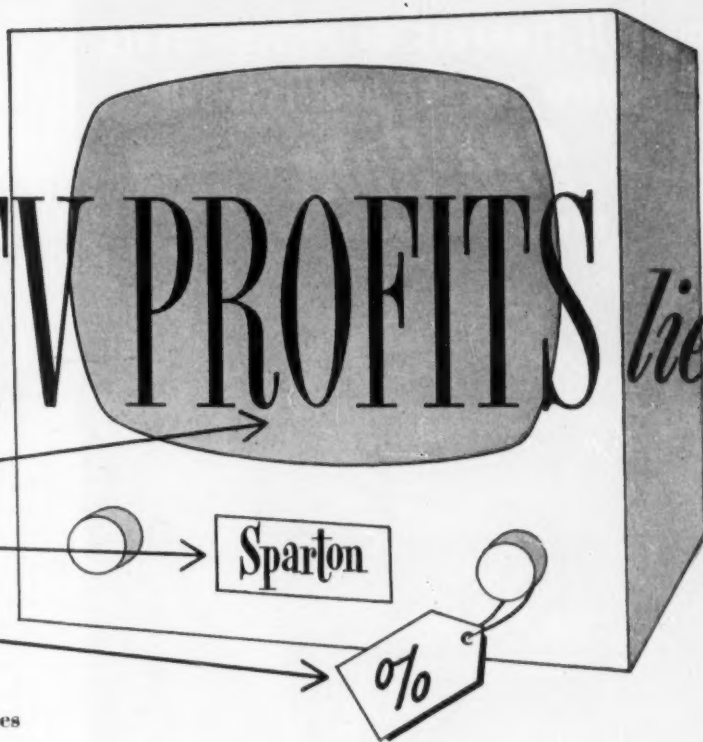
Such a conclusion is based on interviews with more than 60 appliance dealers and department store appliance buyers. In very few instances were these executives satisfied with either the size or the calibre of their sales forces. In Salt Lake City, for example, when asked if they were able to get enough competent salesmen, four successive answers were: "Hell, no. Can't get enough."; "Certainly could use a few more"; "Can't find the men we want"; "No—certainly not." One of the Northwest's largest department stores, in Seattle, has "difficulty in getting competent retail salesmen and would use more if we could get them". A Los Angeles downtown department store, "Seldom can find any experienced men when needed." A suburban Denver dealer says, "There are never enough good men available." An Albuquerque, N. Mex., retailer "can't get enough competent help." A prominent suburban San Diego dealer reports, "Men aren't coming into the appliance selling field, they are leaving it." The exceptions (Continued on page 14)

Where do the real TV PROFITS lie?

In lowering your service costs? •

In a franchise that stands up? •

Are they in higher discounts? •



Any dealer who watches his total *net* knows it takes all three. And Sparton dealers *get* all three!

Across the board, Sparton dealers receive probably the longest discounts in TV today *plus* up to 3% retro-active discount. But that's not all. Sparton dealers know 70% of vital functioning parts in every set they receive are manufactured by Sparton to Sparton standards; many extra assembly steps are performed by hand to insure trouble-free operation. The result: Sparton dealers *keep* their profits, don't pass them out for service repairs.

Sparton dealers are protected by a controlled franchise,

too. It guarantees exclusive selling rights in a shopping area, eliminates dumping and price slashing. Sparton dealers buy direct from the factory. They don't split profits with a middleman; they are never forced to handle other lines just because the middleman has them to sell.

If you're not already a Sparton dealer, why not investigate? Get full details from your Sparton District Merchandiser or write direct. *Sparton Radio-Television, Jackson, Michigan.*



Model 5382—
The 21" Carrington

List: **\$389⁹⁵**

(Federal excise tax and warranty included)



Model 5301—
The 17" Danbury

List: **\$209⁹⁵**

(Federal excise tax and warranty included)



Model 5386—
The 21" Courtney

List: **\$469⁹⁵**

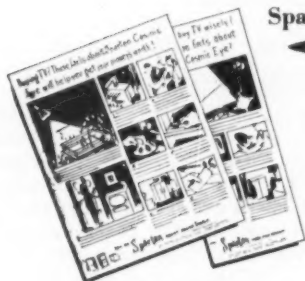
(Federal excise tax and warranty included)



Model 5340—
The 21" Glenhurst

List: **\$289⁹⁵**

(Federal excise tax and warranty included)



Sparton ads in *Post*, *Collier's*, *Holiday* and *Time* sell these Cosmic Eye stars right on the magazine page!

THE SUPERB

Sparton

THE SET THAT STAYS SOLD

If you sell freezers or refrigerators
get extra repeat profits with

See-Safe FREEZER PACKAGING

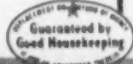


Sensational
Offer

at no extra cost

Illustrated is the profit-packed Floor Type SEE-SAFE Merchandising Display rack . . . no extra cost with SEE-SAFE merchandising assortment.

. . . also available in an attractive counter-type rack.



PROMOTE SALES . . . ADD NEW TIE-IN PROFITS with SEE-SAFE's complete STARTER ASSORTMENTS

Everything the new freezer owner needs, including essential accessories in a low-cost variety package.

Other nationally advertised
SEE-SAFE Products

- Plastic Storage & Travel Bags
- Plastic Blanket Bags
- Plastic Food Saver Assortments
- Plastic Storm Windows
- Plastic All-Purpose Covers

WRITE, WIRE OR CALL DIRECT FOR COMPLETE INFORMATION
MEHL MANUFACTURING COMPANY
A Division of Sydney-Thomas Corp.
2074 READING ROAD CINCINNATI 2, OHIO

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

were: (1) Those concerns who pirate help from competition deliberately; (2) Those dealers or department stores with their own sales training courses; (3) Sears, Roebuck, whose ability to get and hold specialty salesmen is the envy of all competition.

No Push. Most of these 60 dealers have their opinions on what is wrong with both the sales forces they now have and the applicants which are available. Obviously these are dealers' opinions, not always agreed to by impartial observers. A Sacramento, Calif., department store manager says that salesmen today want "to hang around the store and have customers come to them. They have no imagination on how to grub out prospects by themselves." A nearby dealer in that city says his salesmen " . . . have no drive, no push, no enthusiasm." A Portland, Ore. dealer remarks that he has a sales force of "order takers." In San Diego, a large dealer complains that he has only four real salesmen in his total staff of 16. "The rest are not good closers," he remarks.

Few dealers are satisfied with the applicants they get. In Phoenix, Ariz., says one dealer, the applicants "are too young and inexperienced." Another dealer there believes that only one in 10 applicants are worth considering. A Los Angeles department store executive says the quality of applicants dropped off severely during the last six months of 1952. This situation was reported by dealers in San Diego and Albuquerque, too, where defense plants are "paying high wages for low skill jobs." An Albuquerque dealer said "those who apply usually don't want to work. Most of them won't stick through the preliminary months when earnings are low." A Denver retailer complains of trouble with applicants who want advances, then quit. A Sacramento, Calif., conservative chain appliance-TV store manager says that 99 percent of the applicants he gets are unsatisfactory because of " . . . hearing, speech, poise, personality, personal appearance, and knowledge of what it takes to sell. They are full of eagerness, though, and maybe many would work out well after a few years, but it isn't worth it."

Raw Material is OK. Is anyone happy about the applicants who are the basic material from which all specialty selling in the appliance industry here on the West Coast must be shaped for the future? Yes, but in most cases they are again the dealers with their own sales training facilities. A Denver appliance dealer now in the midst of the TV race there says he can get and has enough competent salesmen for appliances, but is meeting a problem with TV because "radio salesmen just don't make good television salesmen." Applicants are satisfactory, he says, because they "are young men who can be trained here in the store." A Phoenix dealer finds his applicants "okay," but admits that

the only way he keeps his force of 20 men intact is by his own continuous training course which prepares enough men to fill the regular loss of men that he experiences. A Portland dealer in a heavy traffic spot feels he is getting the type of applicants he wants, but admits that he wants them "young and inexperienced" so that he can train them himself and not have to "undo bad sales habits instilled by previous employers."

With this year of 1953 presenting such a large potential in sales for the dealers in the Far West, is there anything that can be done to get the qualified salesmen needed to make profitable specialty selling replace unprofitable substitutes for specialty selling? The dealers interviewed are not too hopeful. The sales manager of one of the best known department stores on the Coast said, "I doubt if there is anything we can do to get more qualified salesmen in the business right now." An independent dealer, very prominent in electric industry activities feels that "we need to clean up our back yard a bit. We need more respectability in the business, need to make it the type of business that a man will be proud to be in."

An Albuquerque dealer is really discouraged: "The only way to get more qualified salesmen for appliance and TV is for a major catastrophe to throw a lot of people out of work—which we don't want to see." In some cases, dealers felt that the current margin situation is a root of the evil.

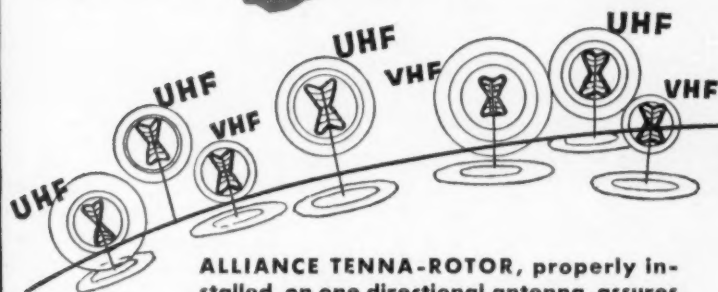
Selling Doesn't Pay. A Phoenix dealer says that "the dealer markup is not sufficient to pay enough commissions to offset the cost of living increases since World War II. If we could raise commissions we'd get a better class of salesmen. The sales manager of a Salt Lake City department store puts it this way: "Back in 1940, working on a 37.6 margin we gave a man 15 percent. He sold \$600 worth a week by beating the bushes. That meant \$90 a week for him, which was not bad then. Now a man can do \$1,000 a week if he is good, but all our margin allows for commission is 8 percent, so he takes home \$80. He should get \$150. If we could do that then the right fellows would be out selling."

One thing that every dealer agreed on was the need for more training to prepare applicants for specialty selling—but they were not in agreement on who should do the training. Mentioned above have been some of the dealers who prefer to do their own training. Department stores lead in this group. One in Denver which has enough salesmen and is satisfied with applicants bases its policy on "getting the men young and then training them." This training is the responsibility of the retailer, not the distributor. Sales manager of a large furniture and appliance store in Sacramento believes that "salesmen have to be
(Continued on page 16)



HERE'S WHY ALLIANCE TENNA·ROTOR IS THE ANSWER TO UHF RECEPTION!

ONE ANTENNA
(INSTALLATION)
GETS ALL STATIONS!



ALLIANCE TENNA-ROTOR, properly installed, on one directional antenna, assures top gain from all stations—UHF and VHF.

● **UHF is more critical—highly directional!**

Tenna-Rotor is accurate—pin-points the antenna—puts it right on the beam!

● **Many channels are changing!***

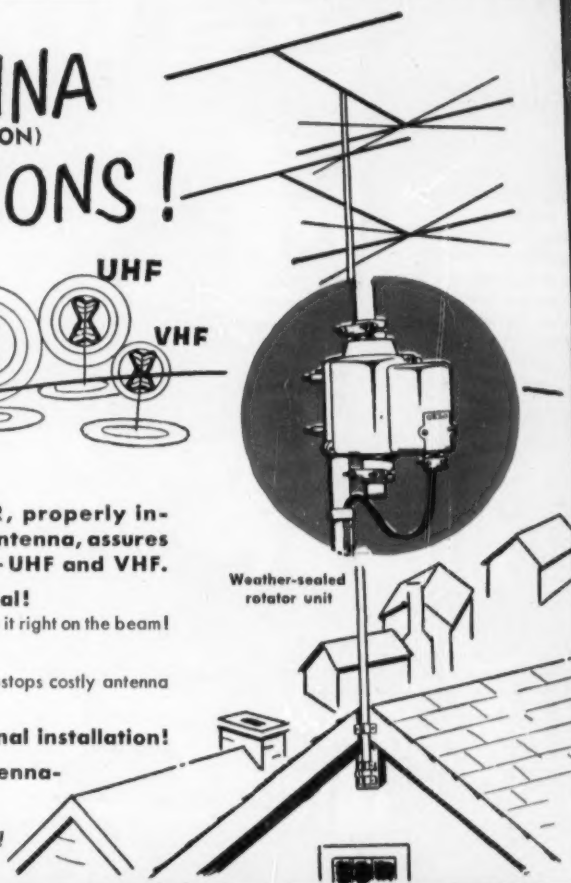
Tenna-Rotor gives directional all-channel reception—stops costly antenna alterations and re-alignments.

● **Make ONE antenna installation the final installation!**

● **Hundreds of thousands of Alliance Tenna-Rotors are in use!**

It pays to insist on Alliance Tenna-Rotor!

Weather-sealed
rotator unit



Automatic HIR with direction
indicator control. Price \$44.95

IMPORTANT NOTICE!

***Changes in television demand changes in present antennas! New UHF and VHF stations mean more channels!** Current FCC rulings have assigned channel changes to nearly one-third of all VHF stations. This makes single-channel antennas and other fixed position antennas obsolete! Prepare now. Meet the coming changes in television with ALLIANCE TENNA-ROTOR.

**Sold by
TV Dealers
Everywhere**

alliance
TENNA·ROTOR

(TV ANTENNA ROTATOR)



**You can't lose
Power Lawn Mower
Sales with PINCOR'S
NEW 1953 LINE
Packed with
Exclusive Features!**

Every prospect buys when it's a Pincor, for with Pincor the price, design, modern features and variety of sizes adds up to complete customer satisfaction. So pin down each customer—show him Pincor had his particular needs in mind when they built their mowers the exclusive features of Self Sharpening Blades, "Guide Easy" multi-grip handles, $\frac{1}{2}$ " to $2\frac{1}{2}$ " cutting heights and many other outstanding advantages for 1953.

Nationally advertised—and complete Pincor-trained service stations throughout the U.S.

PINCOR SEVENTEEN and NINETEEN ROTARY
Lightweight. Mulches tough weeds and grass.
1.5 H.P.,
2 cycle.
Pincor Engine.

PINCOR P-22
The finest made Pincor Gas Engine 2 H.P., 4 cycle. Built-in self sharpening. Also 20" Super 2 H.P., 4 cycle.

HAND MOWERS A-16 and B-16
Precision built All steel frame Popular and step up prices

LOOK BRAND NEW!

ALSO POWER TOOLS AVAILABLE

- $\frac{1}{4}$ " drills • saw attachment
- drill kits • power saws

PINCOR PRODUCTS

Manufactured by
Pioneer Gen-E-Motor Corporation
5835 West Dickens Ave. • Chicago 39, Illinois
Export Address: 25 Warren St., New York 7, N. Y.



Write for
new complete catalog
and price sheets today.

18" STANDARD PINCOR
Gas Engine
1.6 H.P.,
4 cycle

18" DELUXE . . .
Featuring recoil starter.
Guards on V-belt and chain.
Also 18" Special Mower.

21" STANDARD PINCOR
Gas Engine
1.6 H.P.,
4 cycle

21" DELUXE
Featuring recoil starter.
Guards on V-belt and chain.
Also 21" Supreme
2 H.P., 4 cycle.

20" ROTARY
For rough ground. Mulches grass. Heavy duty.
2 H.P., 4 cycle.
Pincor Engine.
Cuts close to trees (within $\frac{3}{4}$ ").

Electric Hedge Trimmer

Precision built.
AC-DC Universal motor.
14 serrated cutting teeth and
12 inch long cutting blade.

"Sno-mover"
Gathers, Throws and Blows wet and dry snow away.
Cleans a path 15" wide.
Removes snow up to 24" deep.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

trained at store level. Manufacturers and distributors should give the stores the tools and let them train their own men." A Los Angeles department store maintains a full specialty staff even though it rarely finds an experienced salesman to hire. The answer is a continuing training course on the floor before working hours, converting inexperienced applicants through the help of distributor and manufacturer representatives.

Distributor Training Unsatisfactory. Surprisingly, not many dealers wanted or expected more training by their distributors, except in product training. Complains a Sacramento department store manager: "While certain manufacturers and distributors are trying to do a good job in sales training, we feel that they are shaping it too much toward the small dealer's operation." A Portland store manager feels that "distributor and factory sales training programs fail to meet the high standards of their pre-war activities." A Seattle dealer says that "training by distributors is not the answer in itself because they deal too much with the product and not enough with salesmanship." Another dealer in that city believes that he needs but is not getting "enough courses in salesmanship by the distributors."

There is the other side, of course. Three dealers in Fresno stated that the training needed to produce enough specialty salesmen should come from the distributors. A suburban Denver retailer is looking to the distributors for the needed training, suggesting that the distributor "hire and train the men and then send those who qualify to the retailer. In that way the distributors would be assured of salesmen interested in the product they handle." In answer to the obvious question of how such salesmen would work out in a store handling several brands, the dealer believes that "it would work no matter what brands are carried."

We asked these dealers what sales training help they expected from manufacturers, but most assumed that the manufacturers' help would come through the distributors, so the questions overlapped. Not for a Seattle appliance merchant, however, who stated that training of salesmen should be done by the manufacturer because "he's the only guy that has enough money." He did add, however, the important observation that any sales training should consist not only of mental training but also of physical training—that is, the salesman should be trained thoroughly in use of the product, he should be able to cook on a range, iron on an ironer, etc.

Training by Association. How well local dealer associations are qualified to train salesmen varies, naturally, with the city and the strength of the local organization. In Seattle, where a relatively new association is making rapid strides, a dealer in furniture and

appliances believes that training of new men should be through such a group. "An association is the only element in the industry that can concentrate on basic fundamentals of selling, give the newcomer that groundwork in selling that he must have before he thinks of either product or market." In San Diego, where the training program of the Bureau of Home Appliances is nationally famous, all dealers interviewed supported the necessity of such a sales training activity to instruct in the fundamentals of selling. The only catch with such a basically thorough program as that in San Diego, says a dealer there, is that too many sales managers rely on the Bureau training program completely without any attempt to supplement it with store training. In another city, left nameless here in courtesy to a struggling association, one dealer was frank in his opinion of association training. "I don't think any association should be saddled with the training job. Mostly, the association personnel is underpaid and incompetent. If the association teacher was any good, he would be out making double his salary selling."

Sales Without Salesmen. Each of the dealers interviewed was asked what he was doing to build appliance volume in place of enough specialty salesmen. Almost all prefaced their answers with the comment that there's no substitute for specialty selling. None volunteered the answer obvious to an observer that in many cases the substitute for salesmen was price cutting, excessive discounts, etc. Many outlined the activities which they were using to build sales without an adequate specialty selling force. Newspaper advertising was the most mentioned as "a means of getting prospects into our store where our limited sales force can work on them." Emphasis on store promotions was noted in answers in Fresno, where the dealers serve one of the most wealthy counties in the nation. In Los Angeles, a prominent independent dealer admits that he relies "on advertising to bring people into the store."

A San Diego dealer puts his emphasis on store promotions to bring enough prospects into the hands of his limited sales force. A cooking school once a week, handled by the store's home economist, ties in with local women's groups where a minimum of 50 can be expected in attendance. A dealer in Denver is relying on direct mail.

While the dealers and those who supply them need consider seriously this growing shortage of specialty salesmen, and should take steps to do what is in their power to help alleviate it, there is no imminent reason to fear a drop in the market. The only fair comment is that all of us make here—"what a hell of a business we'd have with enough salesmen." End

12 PAGE EXTRA!

SERVEL Obsoletes Every Refrigerator in America!

Servel announces a truly revolutionary refrigerator line — plus a complete new line of Servel Freezers, new Servel Air Conditioners —and important news on Servel's booming "Electric Wonderbar"! Big introductory dealer showings in your area—call your Servel Distributor for TIME—PLACE—DATE!

	<i>See page</i>
Greatest refrigerator feature of all time.....	2-3
New compression electric refrigerators make Servel world's most complete line.....	4-5
New upright and horizontal freezers with exclusive Cold-Seal Construction.....	6-7
Deluxe ¾ H.P. air conditioner at ½ H.P. price.....	8-9
Servel "Electric Wonderbar" sales hit new highs.....	10
6-million-dollar advertising program to back Servel Dealers.....	11
Dealer previews of entire line to be staged in your area.....	12

ONLY SERVEL

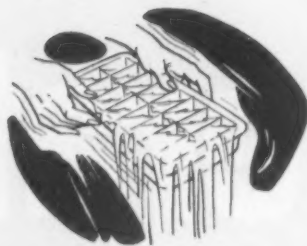
MAKES ICE CUBES

and puts 'em in a

NO TRAYS TO FILL!



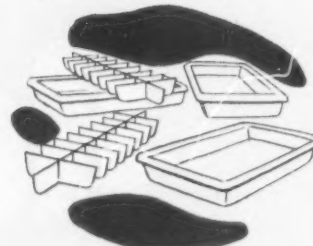
NO TRAYS TO SPILL!



NO TRAYS TO EMPTY!



OR FORGET TO REFILL!



JUST REACH IN—

Take one or a handful! Cubes are dry, loose, ready-to-use!

CONTINUOUS SUPPLY!

Keeps refilling the basket night and day! Replaces ice cubes as you use them! All automatically!

SUPER CUBES!

Extra-big, extra-cold IceCircles! Always full size! Plenty for parties!

CUBES WON'T STICK

together in the freezer—even during automatic defrosting!

FIELD TESTED

in hundreds of homes for 2½ years!

AS EASY TO INSTALL AS A WASHER!

Special allowance from Servel to cover installation costs!

TODAY'S MOST DRAMATIC DEMONSTRATION!

At last—a refrigerator feature you can really *demonstrate*! You don't just *point* to it! Instead, you actually *show* the prospect how the ice cubes pop out! It's the kind of demonstration men can't tear themselves away from! And once a *woman* sees it, she can hardly wait to own a new Servel! It's the *perfect* way to close a sale—and only Servel has it!

WITHOUT TRAYS basket **AUTOMATICALLY!**



BIGGEST, HOTTEST SALES OPPORTUNITY IN REFRIGERATOR HISTORY!

Here's the first truly *revolutionary* feature ever built into a refrigerator! Servel's amazing Automatic Ice-Maker makes every other refrigerator on the market as out-of-date as last year's newspaper!

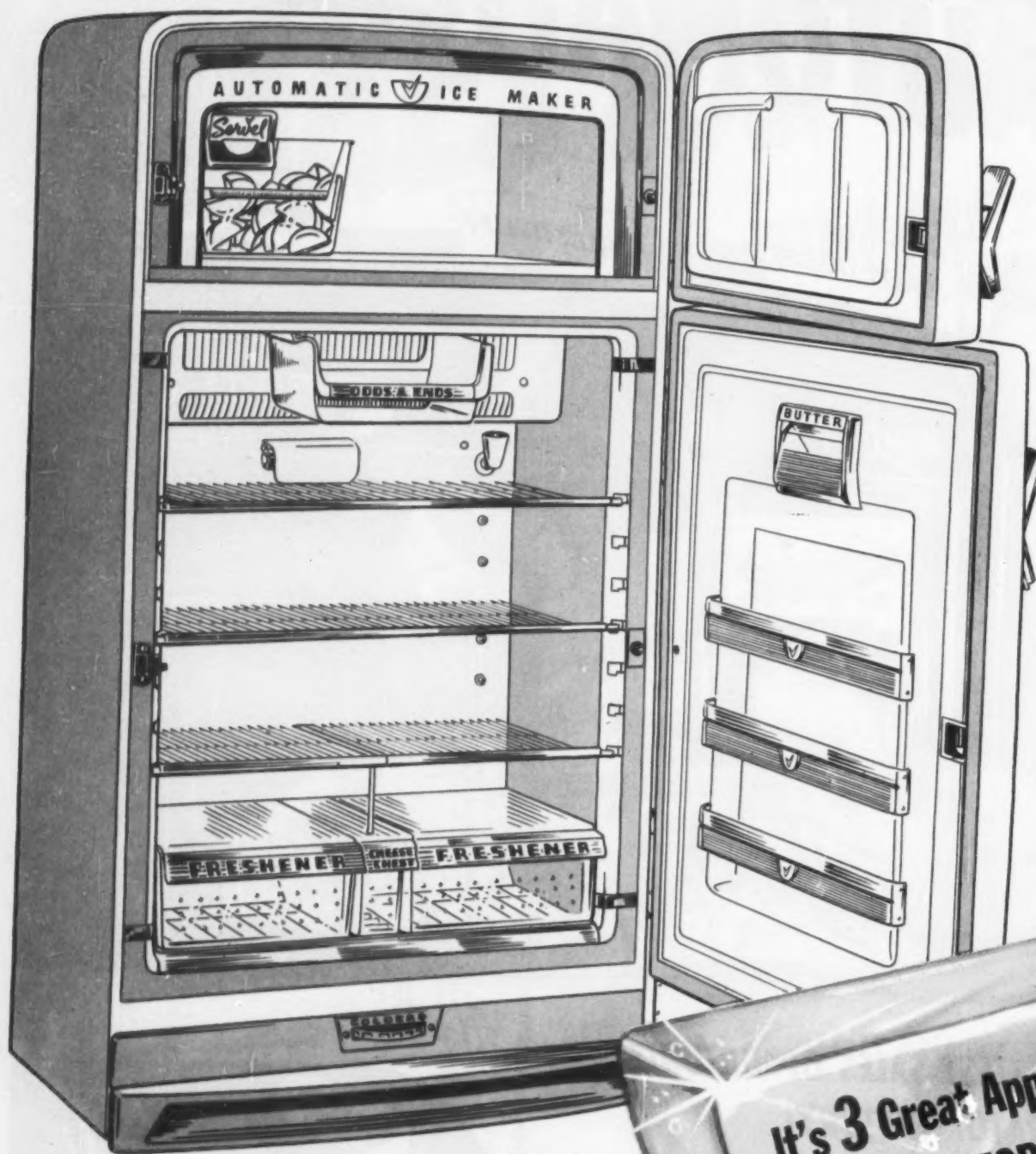
How could any refrigerator prospect ever be satisfied with an ordinary refrigerator, once they've seen the new Automatic Ice-Maker Servel? It's a sensational reason for every refrigerator owner to buy a new Servel now—even if their old refrigerator is just a year or two old!

Don't miss the big dealer preview in your area! **CALL YOUR SERVEL DISTRIBUTOR FOR TIME-PLACE-DATE!**



NEW! COMPRESSION

GIVE SERVEL



Model #1139

- ✓ AUTOMATIC DEFROSTING!
- ✓ 80-LB. FROZEN FOOD COMPARTMENT!
- ✓ STEP-SAVER DOOR HANDLE!
- ✓ HALF-BUSHEL VEGETABLE FRESHENERS!
- ✓ ROOMY DOOR SHELVES!
- ✓ LIFT-OUT EGG NESTS!
- ✓ CHEESE CHEST!
- ✓ ODDS-AND-ENDS COMPARTMENT!
- ✓ BUTTER KEEPER!
- ✓ ADJUSTABLE SHELF SPACE!

It's 3 Great Appliances in 1—
REFRIGERATOR plus FREEZER
plus ICE-MAKER!

ELECTRIC MODELS

INDUSTRY'S MOST COMPLETE REFRIGERATOR LINE!

Now, for the first time, your customer can pick the fuel that's most economical in his home—the freezing system that fits his needs best!



BIGGEST NATIONAL AD DRIVE IN THE INDUSTRY!

- Newspaper ads in 109 markets!
- Billboards coast-to-coast!
- Nationwide radio & TV!
- 22 top magazines!



ONLY SERVEL HAS THE

COLD SEAL

FULL 5-YEAR WARRANTY!
Plus
5-year Food
Insurance Policy!

**FOOD SURROUNDED
BY FREEZE COILS!**
All 4 walls plus bottom!

**PNEUMATIC
"AIR LOCK" GASKET!**
Balloon type!
No cold leaks!

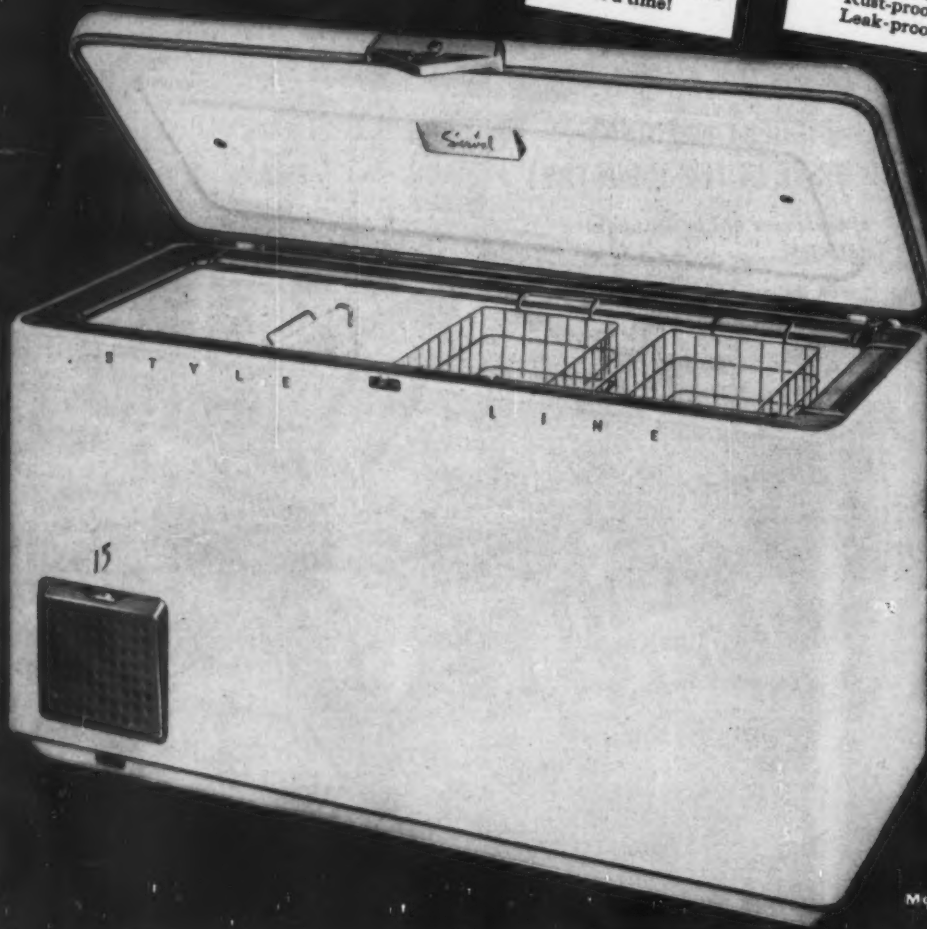
**COLD-ROLLED STEEL
CABINET!**
Lifetime Bonderized
enamel finish!

**THICK 4-INCH
"COLD BARRIER"!**
Insulation compressed
for super-seal!

**FAMOUS SERVEL
POWERCOLD UNIT!**
Hermetically sealed!
No oiling!

**BIG FAST-FREEZE
COMPARTMENT!**
Quick-freezes 93 lbs.
at a time!

**LOCK-SEAM STEEL
INTERIORS!**
Rust-proof!
Leak-proof!



Model HF-15A

GREAT NEW FREEZER ADVANCE

Construction!

They're air tight! They're cold-tight! No seepage loss! No outside sweating! Lower costs! Unsurpassed food protection! More freezer for the money! Servel backs you with one national ad after another, all through your peak selling season—*plus* the hottest nationally advertised food-freezer promotion in the country! See Servel at big dealer premiere in your area! **CALL YOUR SERVEL DISTRIBUTOR FOR TIME - PLACE - DATE!**



Page after page
in **LIFE**
spearheads Servel's
huge 24-AD
BARRAGE!

**PLUS—A Sensational New
Food-Freezer Plan with
NO food financing headaches
—NO complicated deals!
Ask Your Servel Distributor
For Details**

SAVE 25%
ON LOW SUPER MARKET PRICES
In stocking your new Servel Freezer!

Buy right at your favorite market
and take 1/4 off the regular price;
ask your Servel Dealer about it!



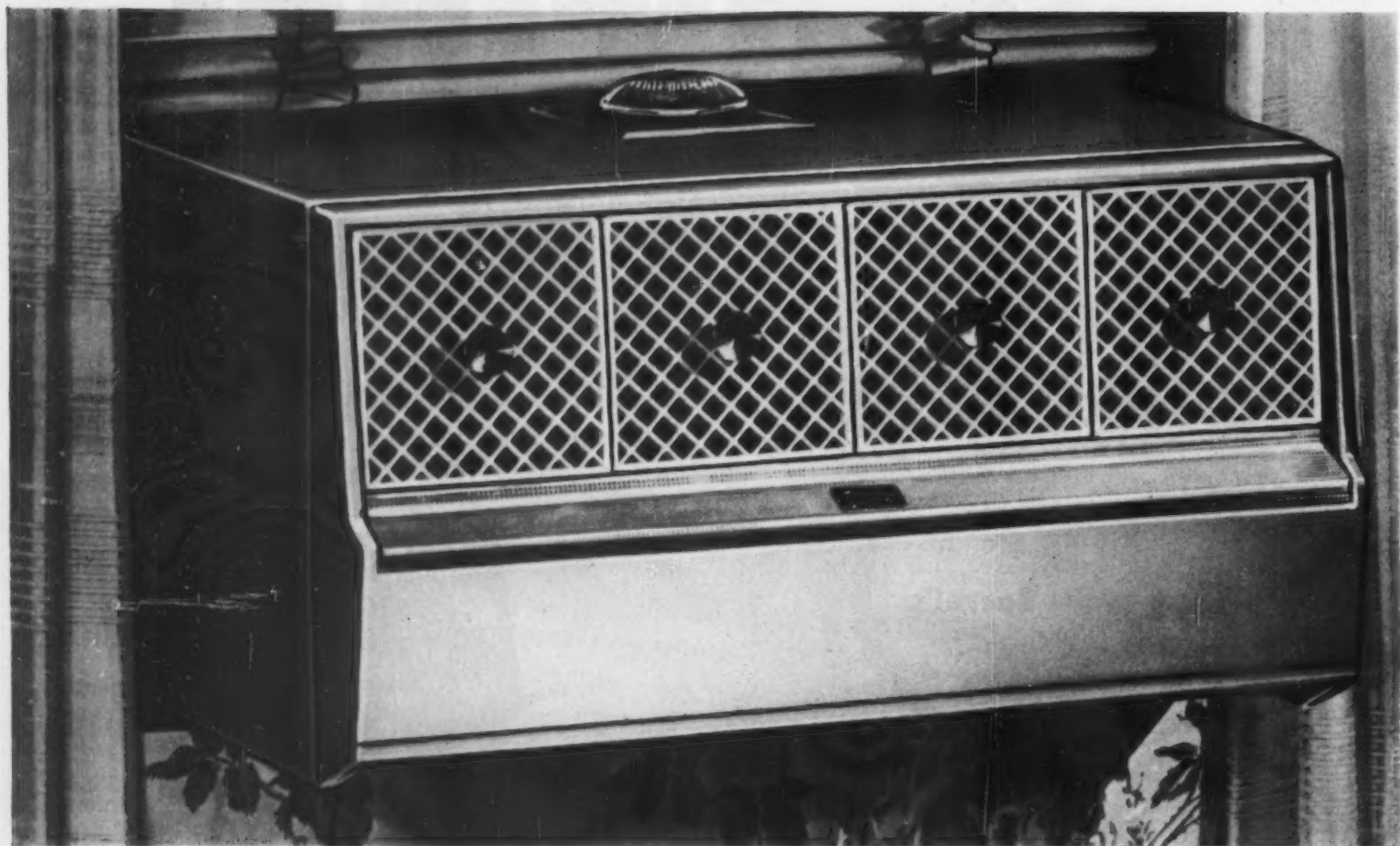
Model VF-113

2 UPRIGHTS
10, 15 cu. ft.

3 HORIZONTALS
9, 15, 22 cu. ft.



SERVEL BOOMS YOUR VOLUME WITH RECORD



8 ADVANTAGES SELL SERVEL YEAR 'ROUND!

- **COOLS** the room!
- **DEHUMIDIFIES** the air!
- **FILTERS** out pollen, dust!
- **CLEANS** air of soot, dirt!
- **EXPELS** smoke, stale air!
- **VENTILATES** without drafts!
- **CIRCULATES** fresh air all year!
- **DEADENS** outside noise!

PLUS—the Most Beautiful 1 H.P. Air Conditioner on the Market!

● 5 'WEATHERS'!

Take your choice of 1)—full-power cooling 2)—night cooling 3)—outdoor air mixed with cool 4)—fresh air circulation 5)—stale air exhaust.

● SUPER QUIET!

Servel's cooling unit 'floats' on sound-absorbing cushion! Extra sound-insulating wall keeps Servel quiet as a whisper! Servel seals out street noises, too!

● AUTOMATIC TEMPERATURE REGULATOR!

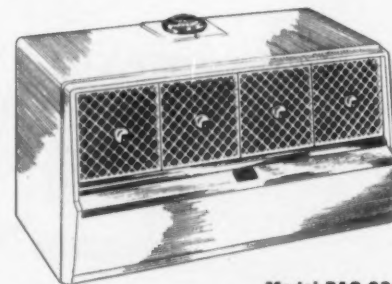
Keeps room at even temperature automatically! Never over or under-cools! Standard on 1 H.P. model—optional on ½ H.P.

● 5-YEAR WARRANTY

on Servel's super-efficient hermetically sealed cooling system!

● NO-DRAFT GRILLES!

Adjustable grilles direct air up, down, to sides—or any combination! No annoying cold areas—Servel keeps room uniformly cool!

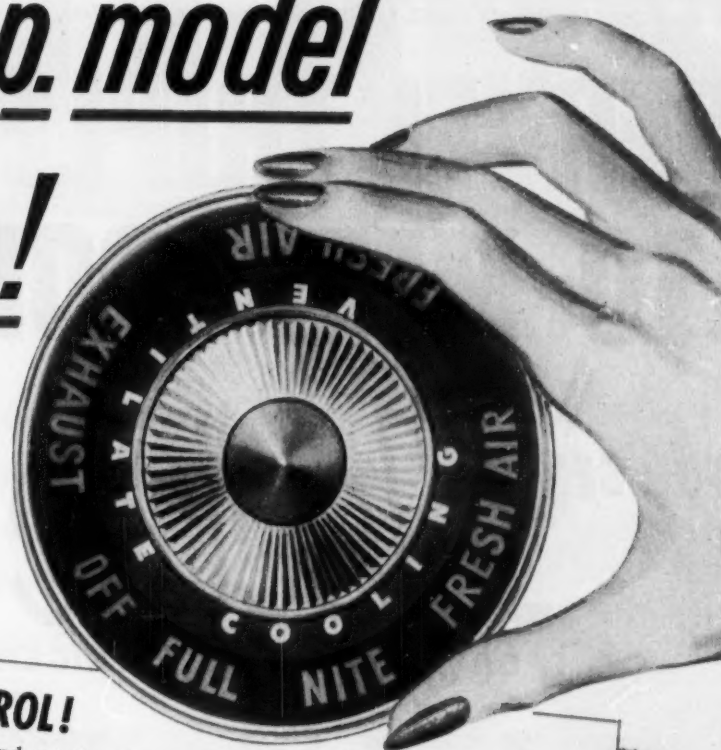


Model RAC-93

AIR CONDITIONER SMASHING VALUES!

New! Deluxe 3/4 h.p. model
at a 1/2 h.p. price!

Now you can sell a full-size air conditioner—big enough to eliminate these 'hot-spell' complaints—to waiting millions who could never afford them before! See these sensational values at your Servel Distributor's local premiere!



NEW! 1-DIAL WEATHER CONTROL!

No tricky double dials! Just pick your weather and set the dial—the rest is automatic!

NEW! AMERICA'S MOST BEAUTIFUL AIR CONDITIONER STYLING!

Makes average air conditioner look 'tinny' by comparison! Stunning Sand Tone or Mahogany finish, with Ivory grilles, Anodized gold trim!

NEW! SPECIAL NIGHT 'TURN-DOWN'

for moderately warm nights! Keeps room cool—but the sleeper never wakes up chilled!



of course . . . it's electric!

LIFE
2-page, 4-color ad
plus—1 NATIONAL AD
EVERY 5 DAYS
during the selling
season!





TV SNACK SPOT, REFRESHMENT CENTER, BAR-ON-WHEELS! Serve icy drinks from your easy chair!



SERVEL TRIPLES PRODUCTION TO MEET ZOOMING DEMAND

FOR SERVEL *Electric Wonderbar*

PORTABLE, SILENT REFRIGERETTE STYLED AS SMART FURNITURE



FREEZES ICE CUBES! CHILLS FOOD, DRINKS! Holds a party-full! Saves trips to the kitchen!



ROLLS FROM ROOM TO ROOM! Makes business entertaining easy! Stores doctor's perishable serums!



SILENT AS A MOONBEAM! Saves steps in sick-room, nursery! Ideal for invalid care!

Servel puts 3 shifts on "Wonderbar" assembly line as sales exceed 100,000 units-a-year-rate! Glowing sales reports flood in: "25 sold first day at Stern's, N. Y."... "1-an-hour sales rate at W & J Sloane, San Francisco"... "6 sold even before national ads broke by Ardmore, Pa., Dealer"! The "Electric Wonderbar" has unlocked a new and untouched refrigeration market in living rooms, bedrooms, offices, dens, patios, rumpus rooms, boats! And Servel's feeding the fires this spring with ad after ad in 17 top national magazines! See the "Electric Wonderbar" at your Servel Distributor's local premiere!



6 MILLION AD DOLLARS

BACK SERVEL'S HUGE '53 DRIVE!

**Biggest advertising drive in appliance history!
Magazines, newspapers, radio, television,
billboards, direct mail, promotions, display—
every possible advertising medium to help
you sell these sensational new refrigeration and
air conditioning appliances by Servel!**



**Watch for your
Distributor's**

SERVEL PREMIERE IN YOUR AREA!

**First dealer showings of entire line
to be staged in city after city, coast-
to-coast! Call your local Servel
Distributor for TIME-PLACE-DATE!**

Another case history of the Profitable Magnavox Franchise

**"Magnavox is made to order for
the quality-minded customers
that Paine serves."**



*Paine Furniture Company
Boston, Massachusetts*

Louis H. Jensen
Manager, Music Department,
Paine Furniture Company

"PAINE Furniture Company has customer confidence that began when the store was founded in 1835. Each new generation has been educated to expect the best in all merchandise presented. This clientele knows quality instinctively and is exacting in its demands.

• "In television and radio-phonograph that means Magnavox is the outstanding favorite... really made to order for the quality-minded customers Paine's serves. The Magnavox line is a must for a radio-television department in our type of store. By appealing to customers who have a preference for quality merchandise, we are building the soundest of foundations for the future."

Be sure to see the new Magnavox models in their new home . . . ROOM 1126, Merchandise Mart, Chicago

the magnificent

BETTER SIGHT... BETTER SOUND... BETTER BUY
Magnavox

television - radio - phonograph

**COAST-TO-COAST THE STORY IS THE SAME... for a sound,
profitable, long-term business, Magnavox is the BEST franchise.**

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS

Neighborhood News

FOR APPLIANCE DEALERS

PRESENTED BY

Family Circle

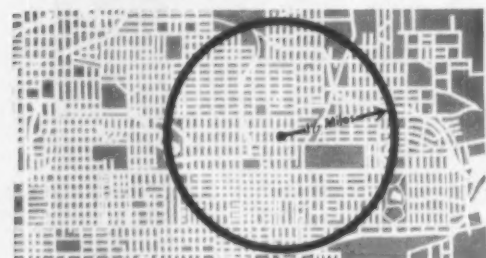
MAGAZINE

Over 8 out of 10 Customers Live Within 1½ Miles of Grow's Appliance Store

Nationwide Survey Reveals:

75% OF APPLIANCE DEALERS' BEST CUSTOMERS LIVE WITHIN 1½ MILES OF STORES

Family Circle's continuing study among neighborhood appliance dealers in many cities shows that, on the average, 75% of the customers live within 1½ miles of the appliance store. The study also shows that an average of 74% of Family Circle's readers live within this important 1½ mile sales area.



These two facts assure dealers that advertising of appliances in Family Circle reaches the families who live where the majority of their appliance sales are made.

Family Circle is read by 4,000,000 supermarket-shopping families. Appliance dealers say these are their best prospects and customers. More appliance manufacturers than ever before are planning to reach Family Circle readers in 1953. Heavy advertising campaigns during the next twelve months indicate, that 1952's record-breaking 26% increase in pages of appliance advertising over 1951 will be surpassed.

Jessie Bakker Meets Laundry Executives



Jessie Bakker, Family Circle's Home Equipment Editor, inspects the program of the American Home Laundry Manufacturers Association conference with A. C. Scott, Vice President of Apex Electrical Manufacturing Company, and Paul N. Berner, director of the Tide Home Laundering Bureau.

Family Circle Readers Are Concentrated In The Same Area Where Richmond Dealer's Best Customers Live

RICHMOND, VA.—J. W. Grow, owner of Grow's Appliance Store, has now found that 86% of his customers actually live within 1½ miles of his store. This fact was disclosed when, as part of Family Circle's nationwide continuing study, researchers took the addresses from Mr. Grow's most recent sales slips and spotted them on a map of Richmond.

Family Circle's study also revealed that almost 62% of the housewife-shoppers who buy Family Circle Magazine in the Safeway supermarket a few blocks from Grow's Appliance Store live within Mr. Grow's important 1½ mile market area.

This indicates the major importance of Family Circle as the key advertising medium reaching his best prospects.

When interviewed, Mr. Grow stated that, if he were to relocate, he'd like to move right "next



J. W. Grow, owner of Grow's Appliance Store in Richmond, who found that 86% of his customers live within 1½ miles of his store.

APPLIANCE DEALERS PREFER LOCATION NEAR SUPERMARKET

As a part of Family Circle's continuing study, 161 appliance dealers in 54 cities were asked, "If you were to relocate your appliance store, next to which store in your neighborhood would you want to move?" 2 out of 3 replied "supermarket or chain grocery." Customer traffic was the main reason given.

The survey revealed that the kind of customers who shop in supermarkets are the same people that appliance dealers depend on for sales. Family Circle Magazine, sold in 8,500 supermarkets and chain groceries, is read by 4,000,000 families who are the best appliance store customers, according to the dealers themselves. That's why more and more appliance manufacturers are advertising their products in Family Circle.

to a supermarket." He gave as his reason "heavy consumer traffic."

Knowing that a majority of supermarket shoppers who buy Family Circle live in his neighborhood, he realizes the value of Family Circle merchandising materials for selling more of the appliances advertised in the magazine. Like so many other appliance dealers, he knows that the supermarket housewife-shoppers are among his best customers, and that "better merchandising means bigger sales for my store!"

Family Circle's nationwide continuing study among neighborhood appliance dealers shows that three out of four customers, on the average, live within a mile and a half of their neighborhood appliance store and that the percentage of Family Circle reader-families who live within this market area is as high. Family Circle delivers customer concentration around tens of thousands of appliance stores. More and more appliance dealers all over the country are merchandising the appliance advertising that appears in Family Circle for bigger sales among their best prospects.

FAMILY CIRCLE LEADS MAGAZINES IN ADVERTISING DOLLAR GAINS

Family Circle ranked first for percentage gains in advertising revenue among the nation's leading weekly and monthly magazines for the first six months of 1952! Family Circle led with an impressive 63.3% gain over the first half of 1951, according to Publishers Information Bureau. More and more leading advertisers are appearing in its pages.

LATE NEWS FLASH

4,000,000 Circulation Now Guaranteed By Family Circle! This new circulation guarantee, effective January 1, establishes Family Circle as the biggest supermarket magazine—with the fifth largest circulation of any magazine in America! Family Circle gained more than 600,000 new readers during a twelve month period ending in 1952. More new readers than any other magazine gained!

Family Circle Is Sold In The Following Grocery Chains and Supermarkets:

ALBERS, AMERICAN, BOHACK, BUTT, DIXIE HOME, FIRST NATIONAL, GRAND UNION, HILL, JEWEL, KEOGER, RED OWL, SAFEWAY, WEINGARTEN, WINN AND LOVETT.



Presto
COOKER



Magic Chef

LEWYT



**AMERICAN
GAS ASSOCIATION**

WEDGEWOOD
automatic **Gas Range**



DEALERS PROFITED BY MERCHANDISING

THE APPLIANCES ADVERTISED IN

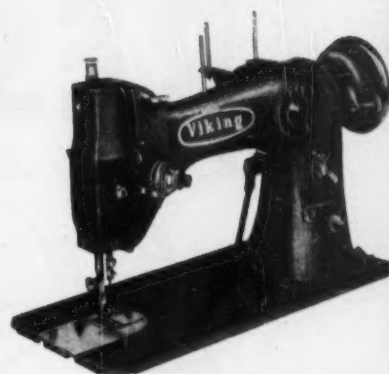
Family Circle **MAGAZINE IN 1952**

The forward looking manufacturers of the well-known appliances shown here used Family Circle in 1952 to carry their advertising messages into the homes of supermarket-shopping families who live in your own neighborhood.

When you merchandise the appliances advertised in Family Circle, you attract the attention of housewife-shoppers who buy Family Circle in the supermarkets and chain grocery stores in your neighborhood.

Appliance dealers all over the country say that Family Circle readers are among their best prospects and customers. So watch for the Family Circle ad every month in Electrical Merchandising, and send for the free displays that show the advertisements of appliances appearing in Family Circle.

CONSOLIDATED
SEWING MACHINE CORP.



Caloric



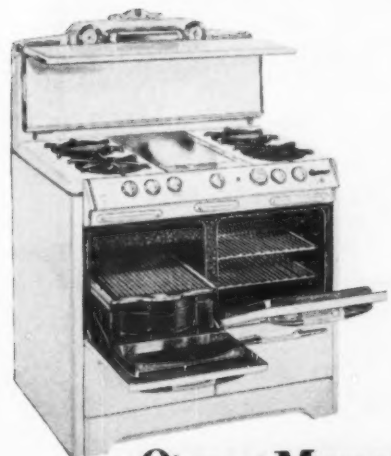
SPEED QUEEN



GENERAL  ELECTRIC



FILTER QUEEN



O'KEEFE & MERRITT

ANKER
THE PERFECT HOME SEWING MACHINE



REGINA



Chambers

Don't let the BIG ONE get away!

"Sorry, we don't have it right now."

Your customer's disappointed. You lose goodwill, a sale and a profit. Don't let it happen to you.

You know . . . every smart merchandiser knows . . . adequate stock and mass display are your best bets for bigger net profit. So get ready now to give your customers what they want. Cash in on the coffeemaker business that's yours for the taking. Your first step is easy.



RESTOCK NOW!



As any fisherman knows, the more you restock, the more you take out!

Remember 19.2% of the yearly retail sales of small appliances are made in January, February and March. Your customers will be asking for Silex Coffeemakers. Make sure you can supply them. Replenish your depleted stocks NOW. As an added incentive, Silex offers you a Restocking Deal that can't miss ringing up more profits for YOU. Choose the assortment that best suits your needs. Then act fast . . . act promptly . . . while this offer lasts. Order through your distributor or write us. Today!

HERE'S A  OF A DEAL FOR YOU!



Restocking Assortment #1 Dealer Margin 44.8%

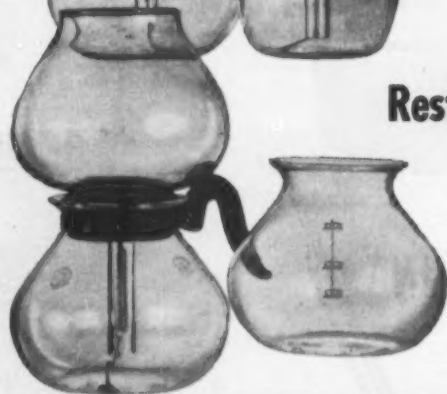
12 Silex Manhattan Coffeemakers
6 Silex Coffee Misers
6 Silex Aiken Coffeemakers

LIST PRICE	TOTAL
3.75	45.00
3.50	21.00
5.95	35.70
List Price	101.70

Free Merchandise

6 Silex Lower Bowls (LW-8)

1.50	9.00
Total List Price	110.70
Dealer Cost	61.02
\$ Margin	49.68



Restocking Assortment #2 Dealer Margin 44.8%

6 Silex Manhattan Coffeemakers
3 Silex Coffee Misers (CM4B)
3 Aiken Coffeemakers

LIST PRICE	TOTAL
3.75	22.50
3.50	10.50
5.95	17.85
List Price	50.85

Free Merchandise

3 Silex Lower Bowls (LW-8)

1.50	4.50
Total List Price	55.35
Dealer Cost	30.51
\$ Margin	24.84

The **SILEX** Company

HARTFORD 2, CONNECTICUT • In Canada: The Silex Co., Ltd., St. John's, P. Q.



Coming
for 1953...

The greatest line of
television sets
in 7 straight years of
RCA Victor
leadership!

If you haven't already done so, see the new RCA Victor 1953 line at your distributor's right now. And if you're in Chicago for the Home Furnishings Market—January 5th through 16th—see us at the newly enlarged and redecorated RCA Victor showroom—Space 539A-540A, American Furniture Mart, 666 N. Lakeshore Drive.

Every year more people buy



RCA VICTOR

Trade Mark

Division of Radio Corporation of America

than any other television

New Elegance



YOU'RE "DRESSED FOR BUSINESS" with Perfection's fast-moving new 1953 line of electric ranges on your floor! All the famous Perfection quality is still there . . . *but something new's been added!* We've styled 'em to the hilt with loads of gleaming, sales-building chromium! And look at these new features you can "talk up" to your customers. Exclusive "Light


Director". . . one-piece divided top . . . double-oven design with all-white "Flavoramic" oven and Tele-Vue windows . . . seven-speed cooking with easiest-to-operate, finger-tip dialing and "Time-Chimer." Designed with *your sales in mind* and tagged with *competitive prices* to keep you out front.

BE OUR
GUEST

**ROOM 1475
MERCHANDISE MART**

Have a coke . . . leave your duds . . . dictate to our steno . . . make your phone calls from our space. We want you to feel at home.

PERFECTION STOVE COMPANY
7388-A PLATT AVENUE • CLEVELAND 4, OHIO

P  65 years of fine products
Perfection

New Style



IT'S TERRIFIC! THE DARING "TUXEDO TOP" leads Perfection's 1953 parade of gas ranges. Bewitching black porcelain cooking surface with shiny chromium control panel and splasher back and gold-finished interval-timing electric clock. All 7 models in this new line are loaded with plenty of eye-appealing chrome and distinctive new features such as

the "Banquet Oven" and automatic oven lighting. Three "Tuxedo Top" models; four all-white. You'll sizzle with anticipation when you see this hot new line and you'll welcome the ring of the cash register with Perfection's *realistic prices*.

BE OUR
GUEST

**ROOM 1475
MERCHANDISE MART**

Have a coke...leave your duds...dictate to our steno...make your phone calls from our space. We want you to feel at home.

PERFECTION STOVE COMPANY
7388-A PLATT AVENUE • CLEVELAND 4, OHIO

P  65 years of fine products
Perfection

New Beauty



COMPLETELY REDESIGNED TO ADD EVEN MORE GLAMOUR TO COMFORT! Here's the oil heater that's destined to be a "best seller." It's a combination of new beauty and such outstanding features as the exclusive "Midget" Pilot, which burns more than 40 hours on one gallon of oil . . . instant, direct burner lighting . . . automatic cleanout . . . new heat-directing doors. Sensational 10-YEAR WRITTEN GUARANTEE on the multi-heat burner. Furniture hardware accents lovely mahogany-blend finish.



Don't forget Perfection's Famous Portables. A fast-moving traffic item for use wherever clean, quick heat is needed.

BE OUR
GUEST

**ROOM 1475
MERCHANDISE MART**

Have a coke...leave your duds...dictate to our steno...make your phone calls from our space. We want you to feel at home.

PERFECTION STOVE COMPANY
7388-A PLATT AVENUE • CLEVELAND 4, OHIO

P  65 years of fine products
Perfection

New Glamour



STYLED TO "WALK RIGHT OFF YOUR FLOOR"! Your customers will appreciate the completely new beauty of the 1953 line of Perfection Gas Heaters. They'll be definitely sold when you tell them about the 4-way heat circulation, porcelain-enamel finish inside and out — throughout. WRITTEN LIFETIME BURNER GUARANTEE and WRITTEN 20-YEAR COMBUSTION CHAMBER GUARANTEE. Exclusive Regulaire eliminates cold waves and hot blasts.



See the other economy models in our completely re-designed 1953 Gas Heater line. Vented or unvented, large range of B.t.u. ratings.

BE OUR
GUEST

ROOM 1475 MERCHANDISE MART

Have a coke...leave your duds...dictate to our steno...make your phone calls from our space. We want you to feel at home.

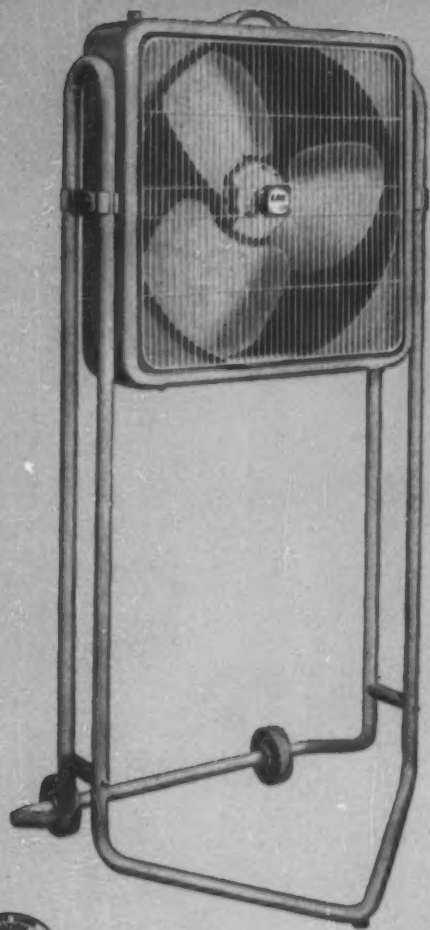
PERFECTION STOVE COMPANY
7388-A PLATT AVENUE • CLEVELAND 4, OHIO

△ 65 years of fine products

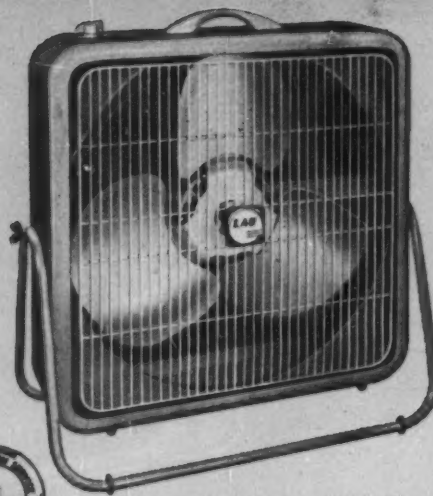
Perfection

HOTTEST NEWS

Revolutionary new fans, designed
with more selling appeal than
anything on the market.



'PORTA-BREEZ'



'TILTA-BREEZ'



Two outstanding additions that round out the Lau line of quality-built fans, giving you all the plus features for more profit and fast turnover. "PORTA-BREEZ" (at left) is the pedestal fan that's fully adjustable. May be raised or lowered, tilted to any angle, easily rolled anywhere. "TILTA-BREEZ" (above) is the easel fan that can be used in dozens of ways. Write for Catalog Pages #702 and #703.

Sell these fans with or without stands
Give your customers a choice...with minimum stocks

"PORTA-BREEZ" and "TILTA-BREEZ" are available as accessories. Thus you can purchase whatever quantities you want, build your displays and not be bothered with large inventories. Ask about Lau's unique selling and merchandising program.

Portability:

Lau Combination Fans are available in 3 sizes... 12", 16" and 20". All with finger-proof guards front and rear. Each fan is both a window fan and a portable fan which may be carried anywhere.

Dealers have been enthusiastic over the marvelous selling appeal of the Lau line. You can serve the needs of every customer in town with a Lau fan.



They fit all windows!

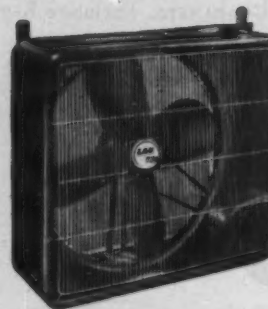


Models 1252, 1652, 2052 and 2052LS can be used with the "TILTA-BREEZ" easel... and the 20" Models can be used with the "PORTA-BREEZ" pedestal. All models can be used with side expanders.

Model 2052 is the 20" fan with adjustable metal side expanders included for mounting in sash type windows 20 1/4" to 39 1/4" wide. It has 20" blades and moves 2500 cfm at high speed. The most completely satisfactory fan on the market today!

Also...Large 24" and 30"

Window Fans to round out your line



Models 2452-WR2 and 3052-WR2, electrically reversible 2-speed window fans will cool several rooms, an apartment or a small home. They are large, powerful and quiet for either window exhaust or intake. Easy to install.

The **LAU**

BLOWER COMPANY

2005 Home Avenue, Dayton 7, Ohio

World's Largest Manufacturers of Warm Air Furnace Blowers

in the Fan Industry



The Line to see for '53

Give Your Customers a Choice from **ONE** outstanding fan line!

- it's a PORTABLE Fan!
- it's a PEDESTAL Fan!
- it's an ADJUSTABLE Fan!
- it's a FLOOR Fan!
- it's an EASEL Fan!
- it's a WALL Fan!
- it's a TABLE Fan!
- it's a WINDOW Fan!
- it's an EXHAUST Fan!
- it's an INTAKE Fan!
- it's a CIRCULATOR Fan!
- it's a POWERFUL Fan!
- it's a Super-QUIET Fan!
- it's a Really-SAFE Fan!
- it's a BEAUTIFUL Fan!

—it's a Fan that will do **MORE** than
any other fan you've ever seen!

Built to highest Standards! Priced for Profit! Styled for Eye Appeal!

Lau brings you a complete line of Combination Portable and Window Fans, now also available with adjustable pedestal or easel stands. They are handsomely styled and beautifully finished in 2-tone baked green enamel. You'll find these fans competitively priced to give you a fast and profitable turnover. The most compact and highly efficient fan line in America.

Give 'em what they want!

Here are *ALL* the features every fan buyer wants, plus super-quiet, 100% safety and extra power. The pitch of the blades and the design of the venturi mean more efficient air movement and continuous satisfaction to your customers. You can bet your customers know what they want! Offer them the most versatile fans on the market.

Brand NEW selling ideas!

Lau assists you in selling and merchandising with brand new displays, advertising helps, and promotional services. See your jobber or distributor. Ask for Promotion Book #635R. It contains a wealth of selling material to help you put over the best fan selling season you have ever had. Be sure and get catalog pages describing the entire line.

Featured by America's leading stores

The Lau line is famous throughout America. It has been advertised and publicized in leading publications and newspapers from coast to coast. Many of America's finest stores are giving top interior and window display space to this outstanding line of fans. These stores have been enthusiastic with the customer response. You too can capitalize on the demand for Lau fans. Note a few of the leading stores who promoted the Lau line in '52.

Lewis & Conger Gertz B. Altman & Co. Stewart's
Gimbels GOLDSMITH'S J. L. Hudson Co. RICH'S
The Hub The HECHT Co. John Wanamaker Abraham & Straus
Bambergers Lansburgh's Hochschild, Kohn

Visit our Booth No. 524 at the January Housewares Show, Navy Pier, Chicago, Illinois



YOUR "GREEN LIGHT ON PROFITS"

THE INCOMPARABLE

Capehart

RSVP*

Nothing like this Capehart for customer appeal. Your prospects will be sold on this Capehart when they... HEAR its world-famous Symphonic-Tone... SEE its magnificent Crystal-Clear Picture... THRILL to the superb performance of its new chassis with *Reserve Supply Video Power that pulls in pictures from near and far with unbelievable clarity and brilliance... ADMIRE the mastercrafted cabinetry that makes Capehart the style leader in the industry.

You'll go far with Capehart—in prestige, in sales, in future business profits. A valuable Capehart franchise may be available in your territory. See the Capehart distributor for your territory or write Fort Wayne today.

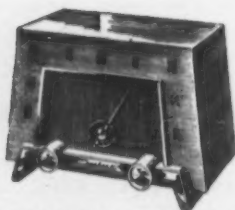
Capehart —I.T.T. ASSOCIATE



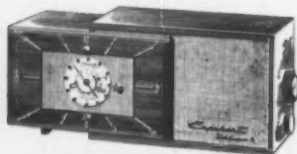
The CAPEHART "Monticello."
Smartly-styled with life-like 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new miracle chassis. Mastercrafted in mahogany.



The CAPEHART "William Penn." Unequalled tone and picture reception. 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new super-sensitive chassis.



The CAPEHART Table Radio (Model T-522). As distinctive in styling as it is in performance. Plastic cabinet in choice of rich decorator colors.



The CAPEHART "Deluxe 6" Clock Radio (Model TC-62). The most beautiful, the most imitated clock radio in the world. Appliance outlet. Plastic cabinet in choice of rich decorator colors.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation



two big
targets
for

*Residential
Commercial*

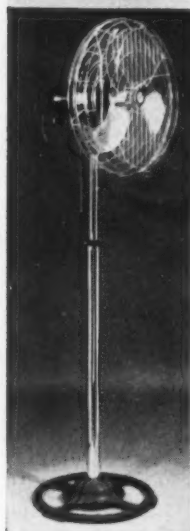
*Large
Commercial
Industrial*

year-round profits

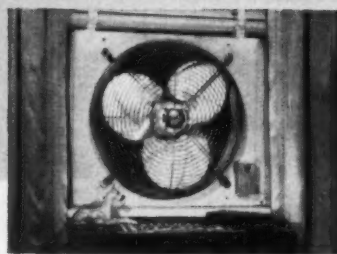
The weatherman is here to stay,
And he does all the choosing—
If summer crowds don't flock to buy
Don't think you're always losing.

DIEHL fans will sell the year around,
Regardless of the season—
To ventilate as well as cool,
To cite just one good reason.

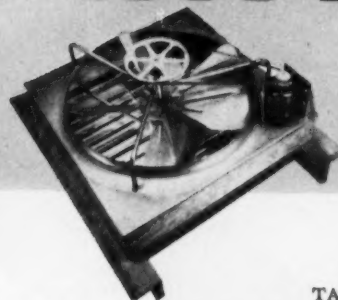
Don't forget that all DIEHL fans
Produce a splendid profit—
Here's your chance to go to town
With a line that's really got it!



with DIEHL 1953 FANS



NEW ELECTRICALLY REVERSIBLE
20-Inch Window-Type Ventilator
AIR CIRCULATORS
Oscillating
and Non-Oscillating



PACKAGE UNIT ATTIC VENTILATORS
2 New Sizes

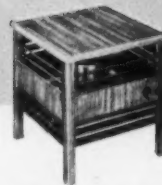


TABLE AIR CIRCULATOR
It's A Table—It's A Fan



We're backing you with dealer helps,
So you can sell with ease—
Set your sights on DIEHL's great line,
Make money in a breeze.

CATALOGS • ENVELOPE STUFFERS
NEWSPAPER CUTS AND MATS • MANUALS
POSTERS • DISPLAYS
WINDOW DECALS • DISPLAY CARDS



Well-balanced
warehouse stocks
carried in:

ATLANTA • BOSTON • CHICAGO • DETROIT • NEW YORK • PHILADELPHIA

DIEHL MANUFACTURING COMPANY

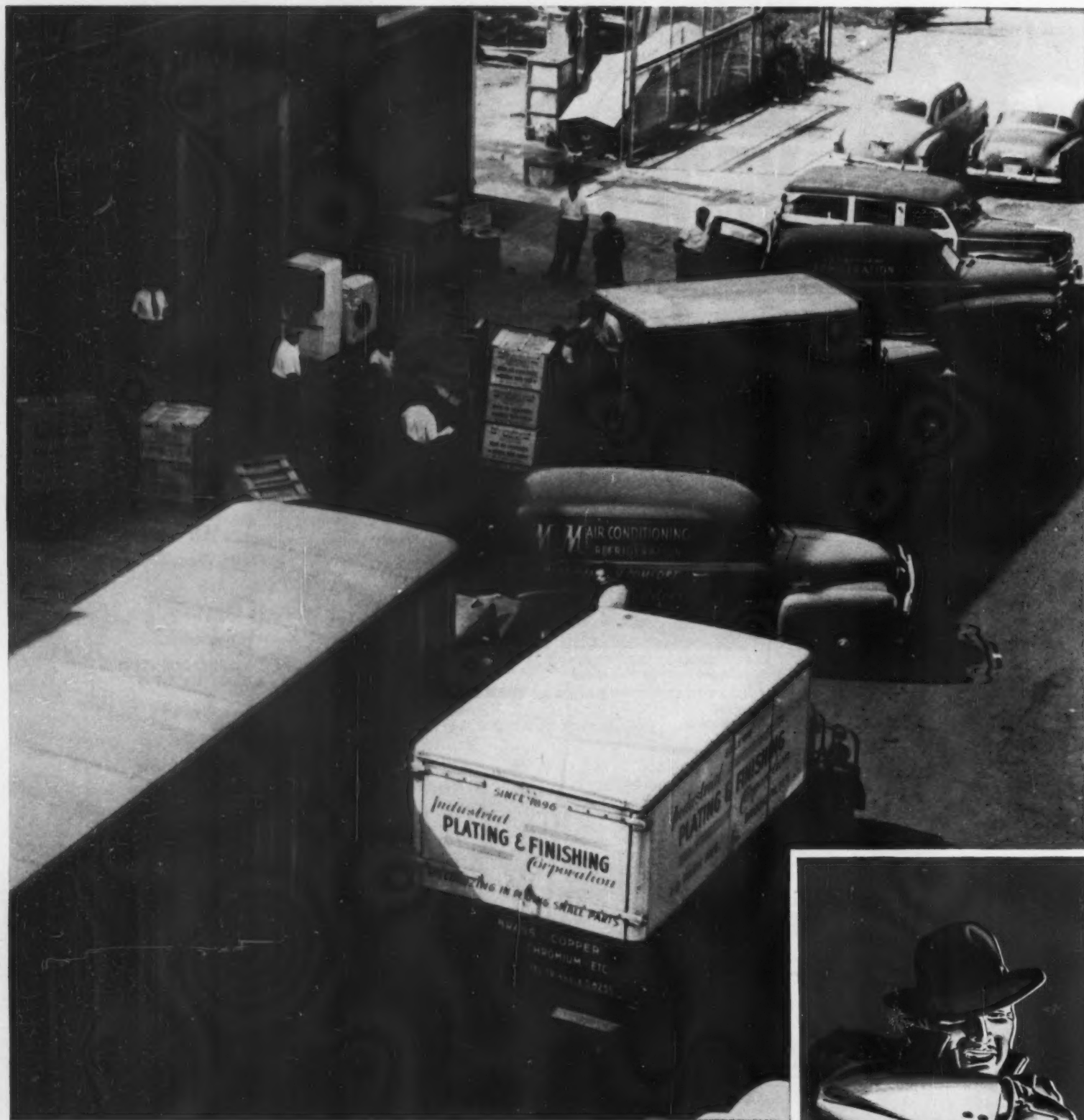
Electrical Division of
THE SINGER MANUFACTURING COMPANY
FINDERNE PLANT • SOMERVILLE, N. J.

District Offices: Atlanta • Baltimore • Boston • Chicago • Detroit • New York • Philadelphia • Worcester

Other **DIEHL** FANS you can
Sell with Profit:

Desk and Bracket Fans
Pedestal Fans
Kitchen Ventilators
Exhaust and Ventilating Fans
A size and type for every need

CAMERA CATCHES



Room air conditioner dealers wait for Fedders units in New York at the L & P Electric Co. warehouse last summer as sudden heat wave skyrockets sales.



HIJACKING !

Historic photo shows air conditioner dealers caught short in 1952 Heat Wave !



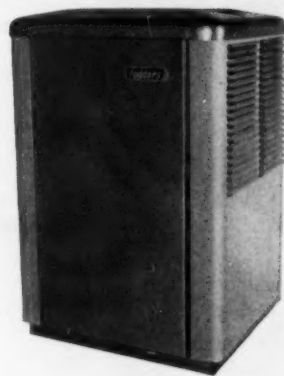
HERE'S what happens when a heat wave hits and catches room air conditioner dealers with their stocks down. Trucks jam up at the distributor's warehouse...virtually fighting to get units...and thousands of sales

are lost. It's a real profits hijack!

It's only natural that the industry's hottest, strongest-advertised line—Fedders—sold out first and back-ordered the most last summer. Hard to believe as it might be, Fedders for '53 is a hotter line and an even stronger-advertised line than anything the industry has ever seen. There's a new feature—a Fedders exclusive—that will revolutionize room air conditioner selling! And there's a knockout of a new sales idea that's going to make summer profits start April 6th for Fedders dealers!

So, Mr. Dealer, you've really got to be on guard against a Heat Wave Hijack this year! How to do it? Figure out your Fedders needs now...with a healthy allowance for hot spells and Fedders stepped-up advertising...write, wire, call, holler, scream, yell for your Fedders Distributor and ORDER NOW!

**And remember to stock
FEDDERS ELECTRIC DEHUMIDIFIER**



Fedders handy "Electric Sponge" is going to have a bigger year than ever in '53. There's a huge unscratched market, and Fedders is going after it with the biggest sales campaign ever devoted to dehumidifiers!

FEDDERS

Summer starts April 6th for Fedders Dealers !

**ASK YOUR DISTRIBUTOR FOR THE SENSATIONAL
FEDDERS SECRET PLAN NO 7**

Barton

HAS WHAT YOU NEED FOR VOLUME SALES!



SPECIAL MODEL No. 33
Full 8 lb. capacity
\$99.95 RETAIL · ZONE 1

- Full range of models from full skirted 8 lb. capacity Model 33 retailing at \$99.95 (Zone 1) to the Incomparable 3-speed Model C73S!
- Every price bracket covered!
- Full markup!
- More visible, exclusive selling features in the C73S than in any other Washer—easily demonstrated.



Always the Leader
MODEL C73S CONTROLA-SPEED

● In price, quality and performance Barton gives you distinctive models suited to your trade. No other manufacturer offers this variety including the original and only 3-speed Model C73S. Bartons are hot water savers and help you to steady volume sales.

Visit the Barton Display of Washers, Ironers and Dryers—Room 549A, American Furniture Mart, January 7 to 18.

THE BARTON CORPORATION

West Bend, Wisconsin

Please send full information on Barton Washers, Ironers and Dryers.

Firm Name _____

Address _____

City _____ Zone _____ State _____

Buyer's Name _____

THE

Barton

CORPORATION

West Bend,
Wisconsin



WATER DEFLECTOR TUB

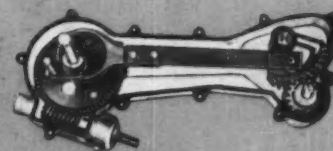
Cutaway view illustrates how water deflector tub shoots soapy water back through the clothes. 1800 extra water currents per minute are created to wash clothes clean and white in less time. Saves soap, hot water, and electricity.



DOUBLE DUTY AGITATOR

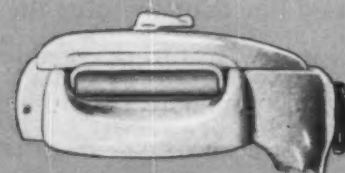
Removable bowl washes small pieces—baby clothes, handkerchiefs, and other dainties that are hard to find in the tub. Also provides extra washing action for clothes in the main tub.

The specially designed four vane aluminum agitator washes clothes clean and fast without tangling.



SEALED-IN-OIL TRANSMISSION

Precision-built for years of trouble-free service. Extra heavy machine cut gears. Permanently lubricated at the factory. Sealed in rugged cast iron housing. Quiet and dependable.



THREE SPEED WRINGER

No more worries about wringing bulky, hard to handle articles such as quilts, throw-rugs and blankets. Just flip the Controla-Speed lever to "slow" or "medium" speed—gives you plenty of time to straighten out bulky pieces. Barton Washers feature the famous Levell Wringer with soft flexible rolls and the super-safe "Feather touch" safety release bar.



CONTROLA-SPEED

3-speed control eliminates all hand washing because it provides the exact washing speed for every fabric. By touching a lever you can now have fast, medium, or slow speed in your washer—a washing machine that will safely and thoroughly wash everything from sheerest curtains to heavy work clothes.

We asked Leading
TV Dealers This Question:



What is the
Greatest
Selling
Feature in
Television
Today?

Now Read Their Answers.....



North Hollywood, Calif.: "Out here people are 'picture wise.' They choose Sylvania TV with HALOLIGHT for finest picture quality and eye comfort." *Ward Dillon*



New Haven, Conn.: "Sylvania's HALOLIGHT is the greatest attention getter I've ever seen. And what gets attention gets sales." *Charles Warren*



Rock Island, Illinois: "Sylvania TV is my top selling line and consider it the life of my business. HALOLIGHT tops in selling." *Aaron Novak*



Baltimore, Maryland: "Sylvania's HALOLIGHT gives the most restful picture on the eyes. A great attention getter and sales clincher." *George S. Gardiner*



Boston, Mass.: "Believe you me, HALOLIGHT is the top selling feature in television today." *Sam Sundberg*



Minneapolis, Minnesota: "Any salesman can put on a brilliant demonstration with Sylvania because HALOLIGHT is a dramatic, convincing feature." *E. A. Bramsen*



St. Louis, Missouri: "Put a great feature like HALOLIGHT on a great set like Sylvania and you've got the winning sales combination." *George H. Albers*



W. Calowell, New Jersey: "Sylvania with HALOLIGHT is definitely an eye-catcher. Wins favorable comment and closes sales. Highest customer acceptance." *Ralph J. Schneider*

Dealer after Dealer Agrees HALOLIGHT*

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES

is the Outstanding Sales-winning Feature of them All!

**HALOLIGHT looks Different
— is Different — stands out
BIG on your Sales Floor!**

YES, it's a fact. Never before in television has a feature won such tremendous acceptance as Sylvania's exclusive HALOLIGHT.

And the reason is simple. HALOLIGHT is the only scientific answer to the need for greater viewing comfort. Its principle of "Surround Lighting" re-

lieves the harsh contrast between the bright picture and the darker areas around it. That makes viewing much more restful—the picture seems larger and clearer, too.

The difference is spectacular. HALOLIGHT stands out like a beacon on your sales floor. It's an easy sell-up for you because it *sells itself in a single demonstration.*

Sylvania Selective Dealer Policy

Take advantage of HALOLIGHT and all the other great Sylvania selling features—put them to

work for you. Sylvania offers you the most salable sets on the market—and the Sylvania Selective Dealer Policy helps protect your business and your profits.

Don't pass up this chance for the big TV business in '53. Contact your Sylvania Distributor.

All-Channel

UHF-VHF RECEPTION

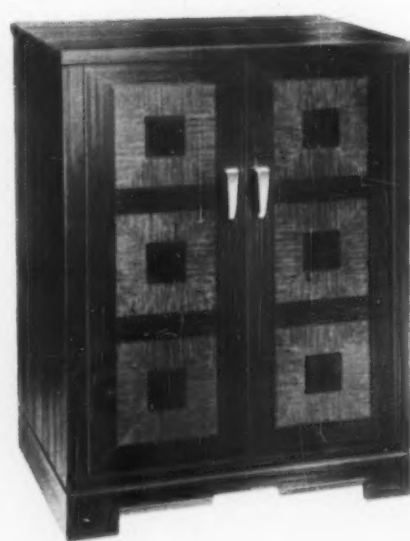
Available in All 1953 Sylvania Models



The LEXINGTON (178M) 21" Console Combination with HALOLIGHT. AM-FM Radio, automatic 3-speed changer, ample record storage. Mahogany veneer cabinet with rosewood grained doors. Also in blonde (178B).



The MONTCLAIR (177B) 21" Blonde Console. Strato-power "508" Chassis plus HALOLIGHT for easy-to-look-at Movie-Clear® Television. A furniture masterpiece.



The MONTCLAIR (177M) 21" Console. Genuine mahogany inlay-panel doors. Powerful Stratopower "508" Chassis and HALOLIGHT. Will sell fast on any sales floor.



Buffalo, N. Y.: "I feel that Sylvania's HALOLIGHT is the greatest innovation in television. A great sales winner."

Nick Delgato



Raleigh, North Carolina: "In 18 months of operation, 90% of my sales were Sylvania. HALOLIGHT a decided advantage over other sets."

Alton B. Askew



Cincinnati, Ohio: "When I turn on the HALOLIGHT in a Sylvania demonstration, the customers sell themselves. A great selling feature."

Kenneth Knose



Portland, Ore.: "Here's one set that really does sell on sight! Believe me, Sylvania's HALOLIGHT is the big selling feature in TV today."

Reed L. Holman



Pittsburgh, Pa.: "I sell 10 name brands of television. Sylvania with HALOLIGHT outsells the other brands 2 to 1."

Herbert M. Shook



Providence, Rhode Island: "Sylvania with HALOLIGHT is the easiest TV set to demonstrate. Its stand-out features and clear picture sells everyone."

Frank Miele



The ARLINGTON (175M) 21" Table Model with HALOLIGHT. Mahogany veneer cabinet. Stratopower "508" Chassis. Also in blonde (175B).



The WESTON (200M) 17" Table Model in mahogany-colored Plextone cabinet. Movie-Clear* television with Studio-Clear* sound, Stratopower "508" Chassis. Sensational low price.



The WELLINGTON (105B) 17" Table Model in smart blonde finish. Powerful Stratopower "504" Chassis for finest performance. Also in mahogany veneer (105M).

SYLVANIA

TV America's Fastest Growing Television

THIS YEAR, Sylvania TV steps out in front with the finest line of television sets ever presented to the American Public.

In power... in beauty... in mighty performance under every condition of TV reception, Sylvania sets entirely new patterns for the industry.

You'll find brilliant advances in every Sylvania model—and in every price range. From the new economy Table Models to the deluxe Consoles and Combinations, Sylvania brings you values that will boost your TV sales to new highs!

Compare these new Sylvania sets feature by feature—price by price—with any TV on the market today. You'll see why Sylvania is America's fastest growing television.

This year, go Sylvania—and you'll go for tops in TV sales and profits!

**Get the Big Profit Facts...CONTACT
YOUR SYLVANIA DISTRIBUTOR NOW**



The KINGSTON (225M) Big Movie-Clear* 21" television in speckle-grained mahogany-color Plextone. Stratopower "510" Chassis. An outstanding value.



The HAWTHORNE (120B) 21" Blonde finished Table Model. Best 21" TV buy today. Movie-Clear* television with Studio-Clear* sound. Also in mahogany grained finish (120M).



The KENSINGTON (172M) 21" Corner Console Ensemble with HALOLIGHT. French Provincial styling in mahogany veneer. Space-saving corner arrangement—Corner Cases optional. Also in maple (172K).



The PARKRIDGE (126M) 21" Console. Modern Styling in finest mahogany veneers. Priced to break sales records. Also in blonde (126B).



The HUNTINGTON (176M) 21" Console with HALOLIGHT. Sylvania's powerful chassis in a superb mahogany veneer cabinet at popular price. Also in blonde (176B).

SYLVANIA TV

10 INCREASES YOUR SALES WITH STAR FEATURES



New 30-TUBE PERFORMANCE

... for extra power and
greater operating range



ONE-KNOB UHF-VHF TUNING

... with "Video-Finder" window—
no extra switches, no other controls



Big 21" CYLINDRICAL PICTURE TUBE

... reduces glare and reflections



HIGHER PICTURE TUBE VOLTAGE

... insures greater picture
brightness and sharper focus



New Exclusive VOLTAGE REGULATOR TUBE

... maintains brightness, over-
comes variation in line voltage



WIDER BAND WIDTH

... for finer picture con-
trast, depth and detail



Permanent-Magnet FOCUS CONTROL

... automatically maintains perfect
projection over entire picture area



AUTOMATIC "TRIPLE-LOCK"

... prevents tumbling
and tearing—locks pic-
ture and sound together

Sensational ALL NEW STRATOPOWER "508" CHASSIS

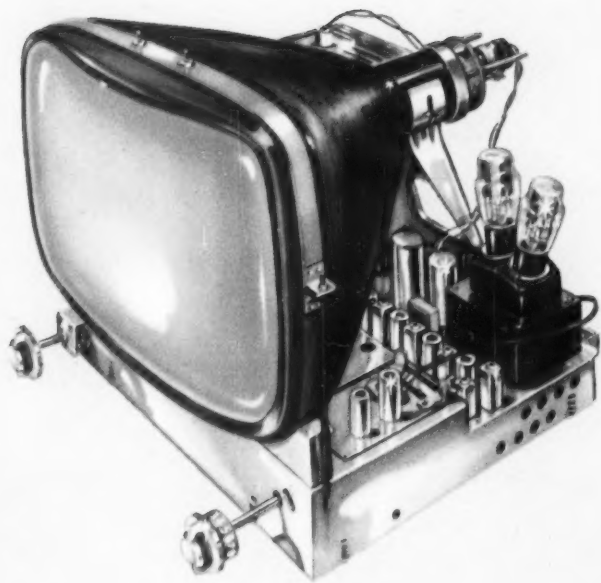
THE greatest all-around performer TV has ever seen! That's what salesmen, service-men and engineers say about the new Sylvania Stratopower "508" Chassis.

In every department of TV reception—in power, picture clarity, interference-free design, long-life operation—the new Stratopower "508" Chassis challenges comparison with anything on the market.

Take a look at the Ten-Star Features embodied in the new Chassis. *Every one of them a sales-maker.* Together with HALOLIGHT, they add up to the kind of **QUALITY** and **VALUE** your customers want—and *buy.*

and

TELEVISION'S NEWEST MIRACLE FOR '53!



To the long list of great advancements which Sylvania has contributed to Television, we now add a development that is bound to cause a sensation in the industry. This great new Sylvania "first" is a milestone in television progress—an advance that brings a new dimension to television entertainment in the home. Discriminating television buyers everywhere will recognize it as the development they have waited for. And so, to climax Sylvania's spectacular sales program for 1953... and to complete the greatest line of television ever offered to both public and trade...



HIGHER GAIN VIDEO AMPLIFIER

... increases picture contrast for blacker blacks, whiter whites, greater range of grays



World's Most Precise ULTRAPOWER TUNER

... for sharp, clear, static-free performance even in distant fringe areas

SYLVANIA NOW PRESENTS



THE NEW SYLVANIA TV

WITH



The AMHERST—(187M)—Mammoth 27" Console with HALO-LIGHT and complete "CHAIR-SIDE" CONTROLS. Features Stratopower "512" Chassis delivering 36-tube performance. Beautiful mahogany-veneer cabinet with doors. Provision for UHF tuning. Also in blonde (187B).

27" GIANT SCREEN

FEATURING
COMPLETE "CHAIR-SIDE" CONTROLS

The Biggest Thing That Ever

Happened to Television

THE finest engineering in Sylvania history has gone into the design and construction of this great new receiver.

Now you can offer your customers the *ultimate* in TV enjoyment—BIGGER-THAN-LIFE pictures . . . complete CHAIR-SIDE CONTROLS . . . in a beautiful, trimly designed cabinet that fits into even a small living room!

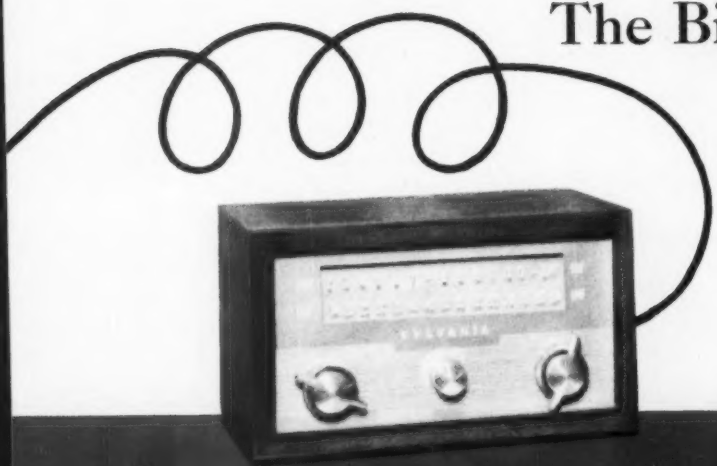
A single demonstration of the new "Chair-Side" Controls proves almost *irresistible* to the buyer. Without stirring from his chair, he has perfect "finger-tip" control over every phase of TV reception—picture clarity, brightness, tone and reception. They'll jam your sales floor to try it—and buy it!

We can't begin to describe all the sales advantages of this new Sylvania master set. The minute you lay eyes on it, you'll want a demonstration model for your salesroom. Better hurry and see it at your Sylvania Distributor.

Operates from Arm Chair

NO KNOBS OR DIALS
ON SET

Get Ready for the Most Sensational
Demonstration Ever Seen On Your Sales Floor



The **ASHLEY**—(286M)—The new Sylvania 27" receiver is available with Direct Tuning in the Ashley (286M), an attractive open-face console.

In Every TV Market *OLD OR NEW* SYLVANIA BACKS YOU UP

with **POWERFUL ADVERTISING** Reaching Millions Each Week
and **SPECTACULAR MERCHANDISING** for Your Store

1

**LEADING
NATIONAL
MAGAZINES**



2

**MASS-COVERAGE
SUNDAY
SUPPLEMENTS**



3

**LEADING LOCAL
DAILY
NEWSPAPERS**




4



"The SHADOW"
Radio's Oldest
and Most Famous
MYSTERY SHOW...on
540 COAST-TO-COAST
STATIONS
MUTUAL NETWORK

5

**POPULAR
TV SHOW**



**"BEAT THE
CLOCK"**
CBS-TV NETWORK

6

**MERCHANDISING
THAT SELLS
FOR YOUR STORE**

STORE DISPLAYS • BANNERS
WINDOW DISPLAYS • BROADSIDES
FOLDERS • BILLBOARD POSTERS
OUTDOOR AND INDOOR SIGNS
RETAIL AD MATS • CAR CARDS
RADIO AND TV "SPOTS"

FOR ACTION! SALES! PROFITS!
CONTACT YOUR
SYLVANIA DISTRIBUTOR NOW!

SYLVANIA TV
WITH
HALOLIGHT*



Three cheers for hot old '52—It cleared out cats and dogs for you!

'53

Can be a breeze!

Last year—thanks to those (bless 'em) record hot spells—most dealers cleared full fan inventories. A sweltering public bought everything they could get their hands on.

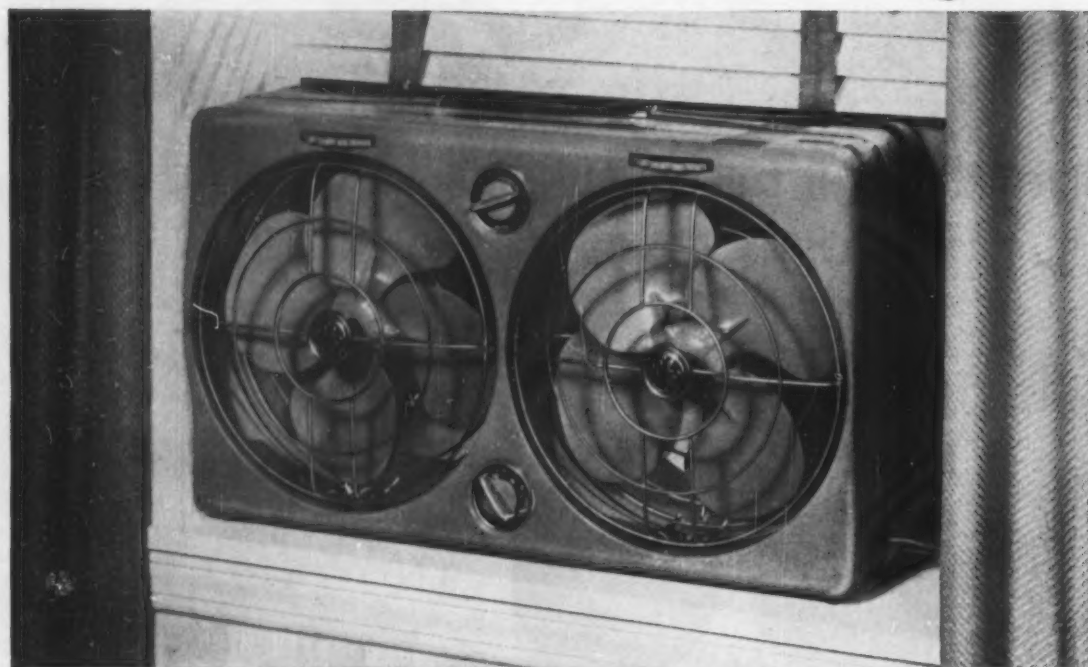
Even old, old cats and dogs sold!

Now that you're nice and clean on fans— isn't it just good common sense to stock the fans most people prefer—particularly when

they have the sell-appeal of the G-E Fans shown on this and the next three pages? Nice business—with a sweet markup! Go G. E. for cool profits from hot prospects!

GENERAL  ELECTRIC

Six wonderful fans—and

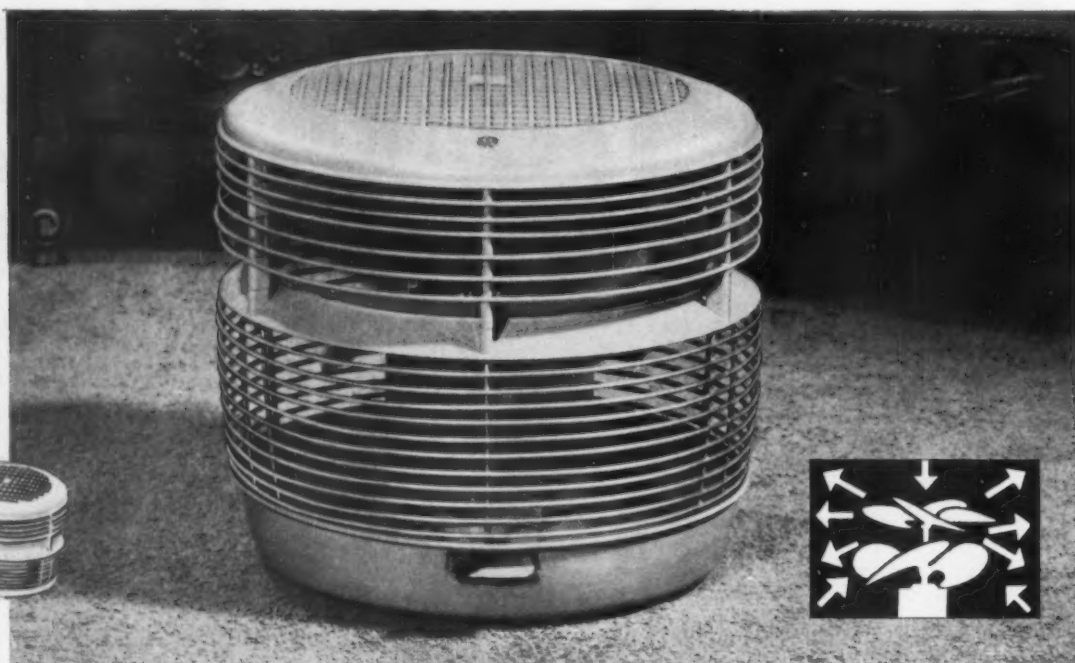


1953 GENERAL ELECTRIC TWIN-FAN VENTILATOR

• **It's automatic!** This fan shuts itself off—turns itself on! The secret is "Fantrol"—a dial you set to the temperature most comfortable for you.

• **It's portable!** This fan can be carried from room to room as easily as a suitcase . . . fits both sash and casement windows, too!

• **It's two fans in one!** Two separate units can be reversed together or individually—to blow stuffy air out, draw fresh air in! Price, \$74.95*



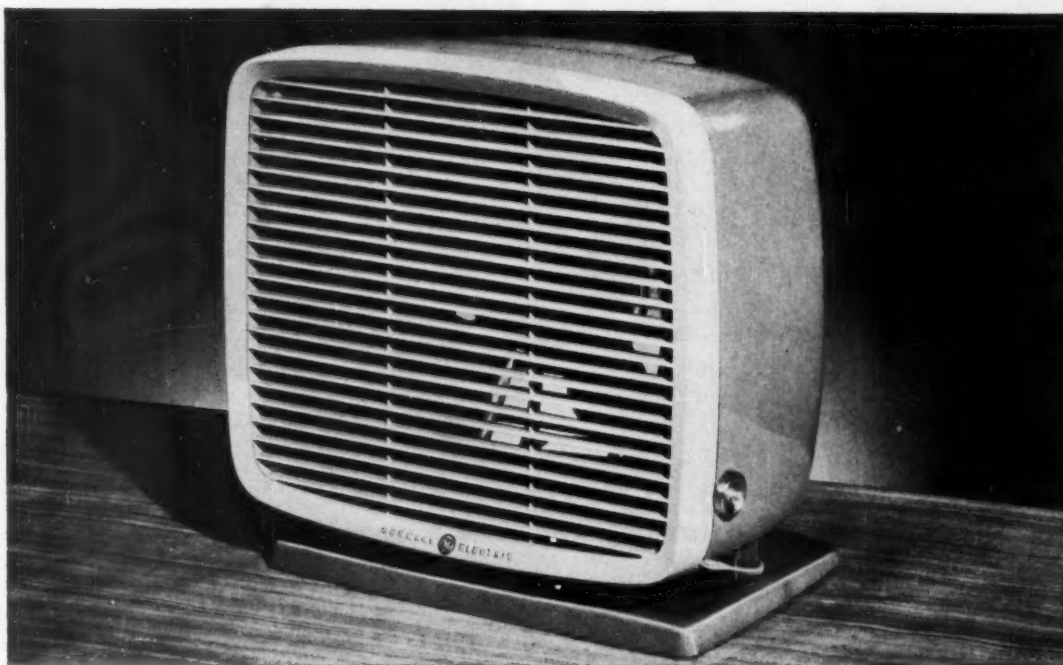
1953 GENERAL ELECTRIC FLOOR CIRCULATOR

• **It gives "whole-room" circulation!** Two sets of blades—not just one as in ordinary fans—send swirling air in all directions. Cools from wall to wall, floor to ceiling.

• **It's "safety-minded"!** Special narrow louvers and grill-guard are designed to keep small fingers away. In any home—especially homes with children or pets—that's something folks really want!

• **It's real furniture!** Sturdy construction lets it double as a footstool, table or TV seat. Smart frost-grey finish harmonizes with any home or office decorations—any color schemes. Price, \$64.95*

why your customers want them!



1953 GENERAL ELECTRIC ALL-PURPOSE FAN

• **It's designed for safety!** Winner of the 1952 Home Safety Award! Deep grill-guard cabinet. This handsome, frost-grey fan has a tremendous sales appeal to customers with children.

• **It gives a broader air stream!** With its bigger, broader air stream, this fan reaches out to cool more air than ordinary fans—actually does the work of 2 conventional 10" oscillating fans!

• **It's versatile!** This fan can be used anywhere as a desk or table fan—or as a floor circulator, wall fan. It's amazingly effective as a window ventilator, too! Price, \$34.95*

OSCILLATING FANS—For Home And Office!

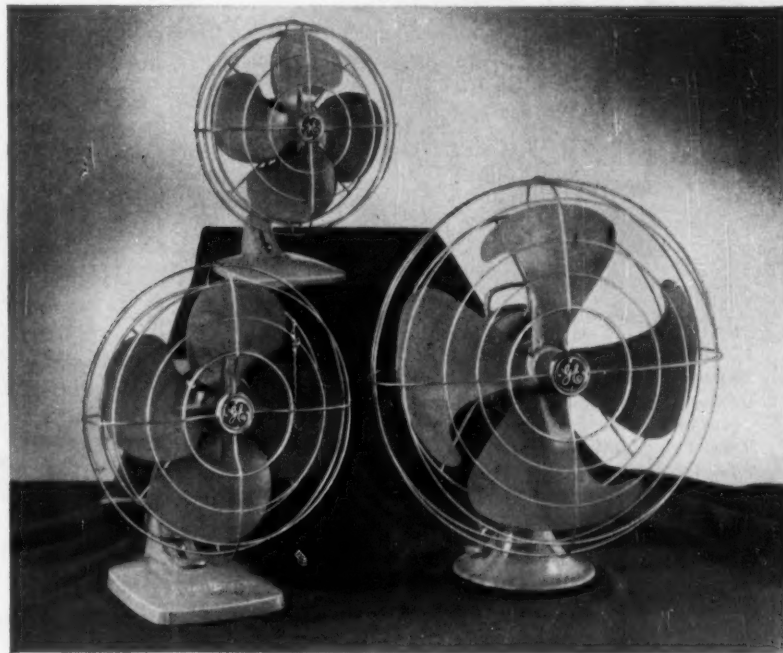
1. 10" Standard. America's fastest-selling name-brand fan. Strong, steady air flow but quiet oscillation. Can be mounted on wall. Price, \$16.95*

2. 12" Standard. Two-speed switch. Clutch allows instant switching from oscillating to non-oscillating action. Cushioned base protects furniture. Color, frost-grey. Price, \$29.95*

3. 16" De Luxe! Superquiet, but with big Vortalex Blades for heavy-duty cooling, maximum air delivery. Clutch knob switches from oscillating to non-oscillating instantly. Felt-cushioned base. Three-speed switch. Price, \$50.95*

General Electric's powerful oscillating fans for home and office use are precision-built. Like the other fans you see on this page, under normal use, they don't need the slightest attention—not even oiling—for many, many years. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

*Manufacturer's recommended retail or Fair Trade price.



And...they're all G-E products.
Customers rely on General Electric for long-lasting dependability.
They buy more G-E Fans than any other brand!

These three G-E salesmen will give you additional fan sales insurance!



1.

BIG, POWERFUL MAGAZINE ADS! Millions of people will see the new 1953 G-E Fan advertising campaign. Striking full-page ads begin in May and will appear every week right through the summer months. There's a double-page four-color spread, too—as sales-loaded as it is colorful. General Electric's magazine campaign *pre-sells* customers!

2.

TELEVISION IN 65 MAJOR CITIES! General Electric's wonderful new fans will be sold on the Joan Davis show—a half-hour comedy program on the NBC-TV network—from May on. Make them red hot months for profits. Stock the complete General Electric line and capitalize on television advertising—the most modern of all sales-boosters!

3.

POINT-OF-SALE DISPLAYS! These colorful, hard-hitting window and counter displays feature the famous G-E Snowman, tie you in with national advertising. They're all designed to pull customers! And, don't forget, extra traffic in and out of your store helps boost *all* sales.



TWIN-FAN VENTILATOR DISPLAY! Set this display in your window and watch the crowds gather. As "mercury" in three-dimensional thermometer rises, Twin-Fan Ventilator goes ON; when "mercury" falls, fan turns OFF... all *automatically*! Here's a motion display to dramatically present the Automatic Cooling story. Display comes ready to use... simply insert two light bulbs and plug it in!

ALL-PURPOSE FAN DISPLAY! There's a blue-ribbon display attached to every fan at the factory. When fan is operating, blue ribbon flutters, attracting attention. Tells story of awards given to All-Purpose Fan for safety, beauty and efficiency.

FLOOR CIRCULATOR DISPLAY! Downward air currents keep three-dimensional Snowman constantly revolving. Here's a dramatic, colorful demonstration of "Whole-Room" Cooling—from the G-E Floor Circulator.



A full-line display adaptable for use with all G-E Fans—contains complete set of price cards, window streamers, feature spots, balloons, and consumer folders.

GENERAL  ELECTRIC



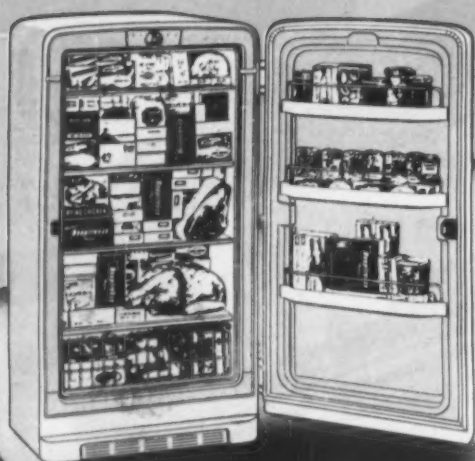
We've just "ironed out" the hottest big profit promotion of the year! Join the PRESTO SALES-AND-PROFITS SPREE for those first Golden Months in '53! Ask your PRESTO distributor salesman... Or write... wire... phone...

NATIONAL PRESSURE COOKER COMPANY, Eau Claire, Wis.
OVER 19 MILLION SATISFIED PRESTO USERS!

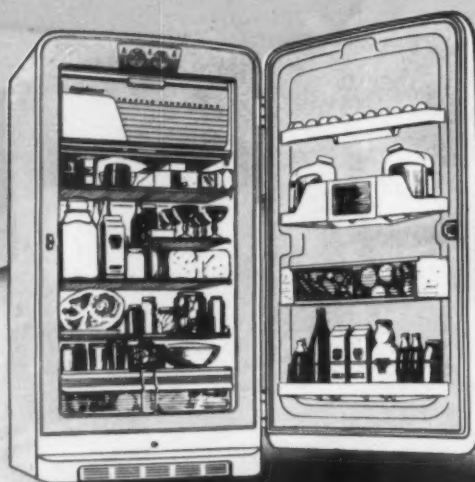
Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

YOUR PROFIT KEY FOR '53



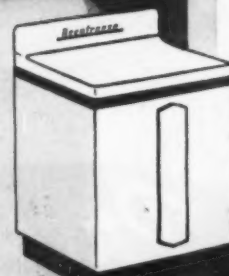
Genuine Deepfreeze
Upright Home Freezers



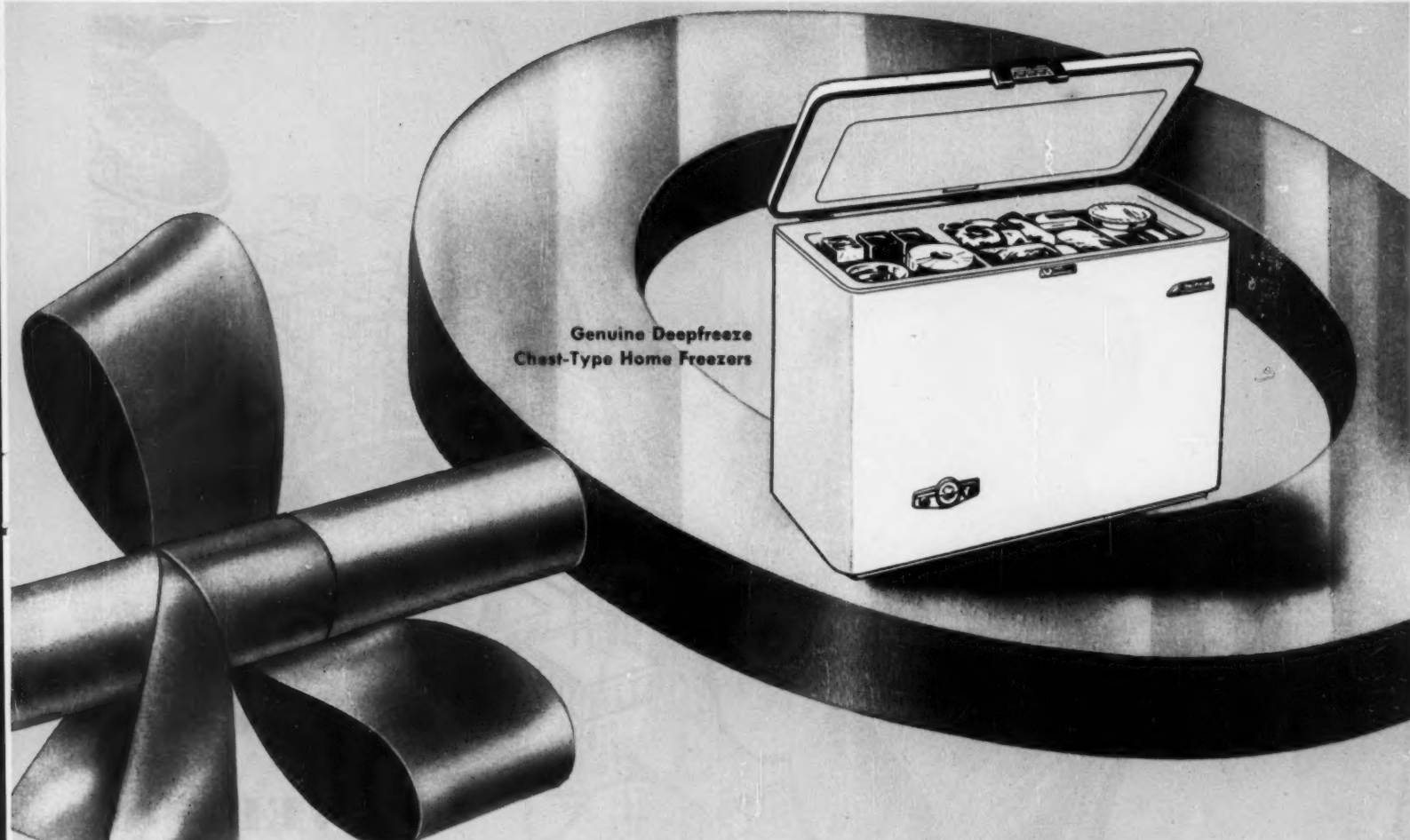
Genuine Deepfreeze
Refrigerators



Genuine Deepfreeze
Electric Ranges



Genuine Deepfreeze
Electric Water Heaters



Genuine Deepfreeze
Chest-Type Home Freezers

Most Terrific Program in Deepfreeze History!

- Finest and most beautiful complete lines ever offered by Deepfreeze!
- Best-known trade-name in the home appliance field—the exclusive name "Deepfreeze"!
- Coast to coast TV show every Thursday, starring sensational Garry Moore, on 58 stations of Columbia Broadcasting System TV Network! Moore helps you sell more!
- Nationwide radio program every Thursday, featuring famous Gabriel Heatter on 540 Mutual Network Stations. Local dealers identified in each city on every broadcast!
- Greatest merchandising program in the industry . . . promotions designed to sell!
- National magazine advertising surpasses everything Deepfreeze has done before!

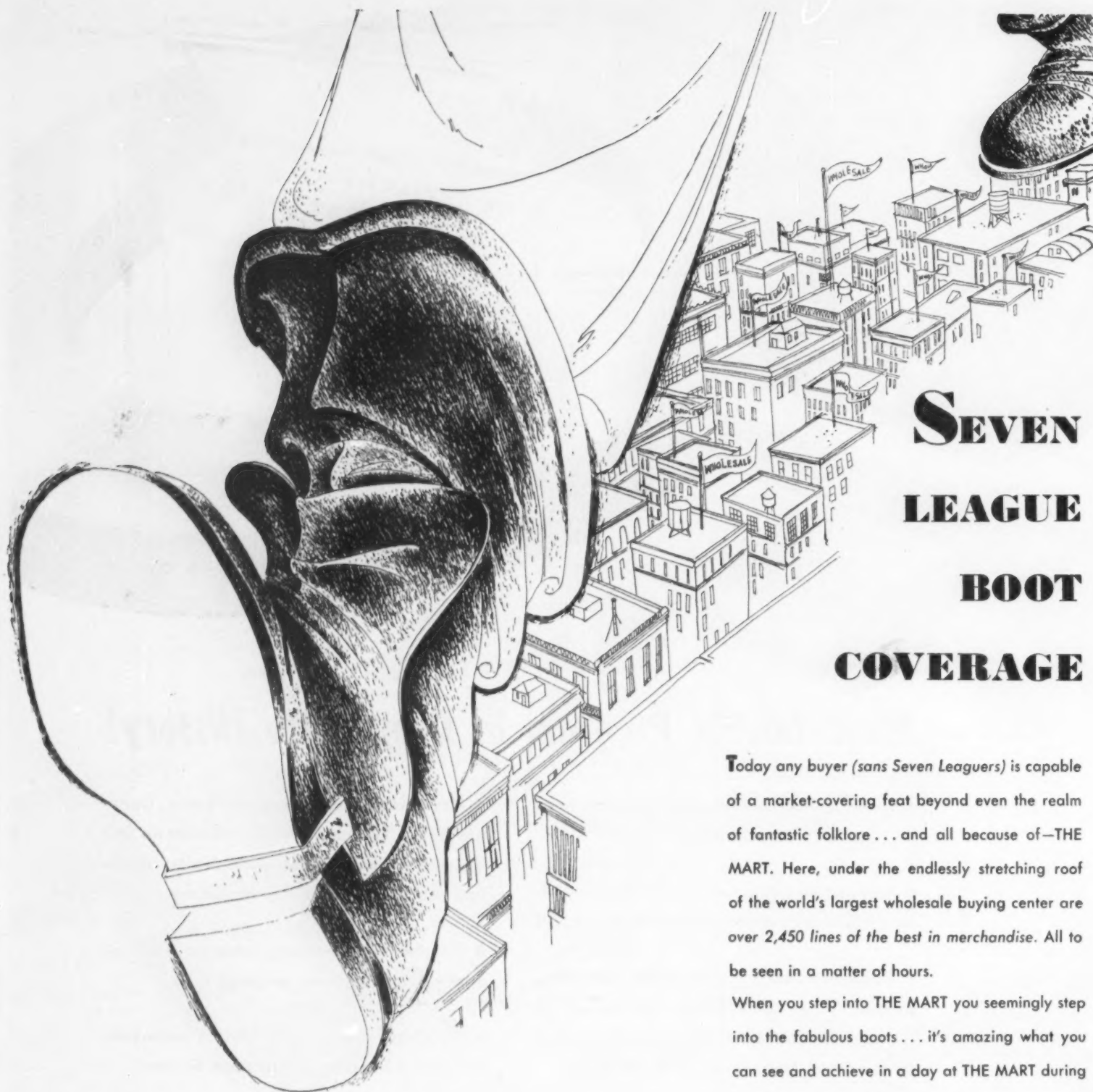
**Put them all together—they mean more profits for you
in '53 with Deepfreeze Home Appliances!**

Deepfreeze Home Appliances

TRADE-MARK REG. U. S. PAT. OFF.

Remember, only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade-name "Deepfreeze." They are made only by Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.

©1952. Deepfreeze Home Appliances are also available in Canada.



SEVEN LEAGUE BOOT COVERAGE

Today any buyer (sans Seven Leaguers) is capable of a market-covering feat beyond even the realm of fantastic folklore . . . and all because of—THE MART. Here, under the endlessly stretching roof of the world's largest wholesale buying center are over 2,450 lines of the best in merchandise. All to be seen in a matter of hours.

When you step into THE MART you seemingly step into the fabulous boots . . . it's amazing what you can see and achieve in a day at THE MART during

THE INTERNATIONAL HOME FURNISHING MARKET

JANUARY 5th to 16th, 1953!

Available to buyers—THE MART'S Free Bus Service—Buses from all loop hotels to The Mart every ten minutes from 7:30 a.m. 'til 10 a.m. Return schedule from 4 p.m. to 6 p.m. And twice-an-hour-during-the-day bus service between The Mart and Furniture Mart.



MARKET FACTS—The first and only book of its kind. A mountain of excellent material on the Home Furnishings field. A limited edition—order today, \$3.50. Write Office of the Building.

The Merchandise Mart

SHOW-PLACE OF AMERICA'S BEST-KNOWN BRANDS



NEW • MODELS
NEW • LOW PRICES
NEW • PROMOTIONS
NEW • MERCHANDISING
NEW • OPPORTUNITIES
FOR YOU!

Ask the Duchess!

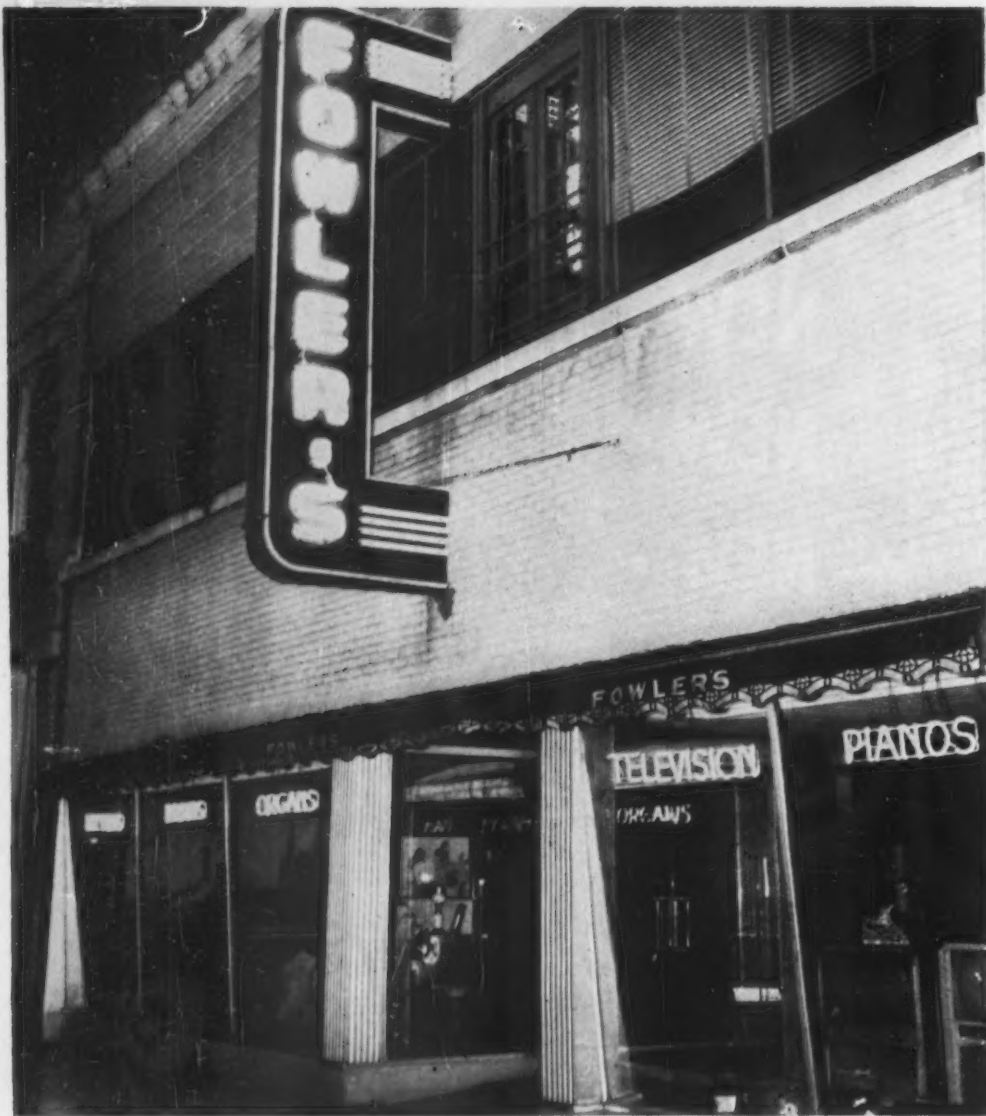
Even more sensational
than the BIG Duchess Hits
at the Summer Market

See the Duchess
SPACE 510-A

AMERICAN FURNITURE MART
CHICAGO • JAN. 5 TO JAN. 16

HOME LAUNDRY APPLIANCES
DEHUMIDIFIERS

Duchess APPLIANCE MFG. CO., ALLIANCE, OHIO



Fowler Piano Company, 104 N. Ottawa Street, Joliet, Illinois



Bill Fowler

Courtesy pays

Bill can tell you story after story to illustrate how this friendly attitude toward everyone pays off. One of his stories concerns a salesman who wandered into the store one evening. "This fellow was just in town for the night and he was lonesome," Bill recalls. "He asked if he could play a piano to pass the time."

"I said, 'Any time you're in town, please come in and play just as long as you wish.' So for several years, he dropped in regularly. Then one day, he told me he was moving to California. Before he left, he bought a piano for his daughter in appreciation of my hospitality."

"But that was only the beginning. To date, that man has bought from me—in person and by long distance phone call—a total of eight pianos and three television sets for his family. He could have bought more conveniently somewhere else, but those eleven sales show what can happen as a result of a little courtesy, even when no immediate sale is in sight."

Bill's television business, which now accounts for about 50% of his volume, is better than ever. "The only reason you hear so many dealers complaining about TV," he says, "is that they don't know how to sell it."

"Many dealers depend entirely on price. I tell my prospects that there is only one price—the right price—today's price. Good merchandise sells at a fair margin of profit and gives years of satisfactory service. Only cheap merchandise can be horse traded and offered at make-believe markdowns. And shoddy merchandise is a bad buy at any price."

"Nobody, of course, wants to pay any more than necessary. So we have to show people why our way is the best way for them. We explain that if we took something off our regular price, or gave an oversize trade-in allowance, we would have to make it up on installation or delivery charges, quality of service, or somewhere along the line."

He talks their language

"One effective way to put this point across is to talk in terms of a prospect's own business. Take the fellow who came in the other day. He liked a TV set marked to sell at \$389, but said he could get it from another local dealer for about \$300."

"I asked him to consider a similar situation in his own field, the insurance business. He agreed that if I got 20% off on the price of an insurance policy, I couldn't expect to get all of the same benefits. I then went on to show him why the set best suited to his needs was another one priced at \$445. He not only bought the more expensive set but he was so pleased with his purchase that he has since helped me sell 15 more sets to his friends."

Fowler sells television service with the set. Twelve dollars guarantees all service for the first three

Why people pass up price cuts to buy from Bill Fowler at list!

TV business is better than ever for Joliet's Bill Fowler—the man whose \$750,000.00-a-year music business proves that courtesy and honesty are a salesman's most potent tools...

THIRTEEN years ago on Friday, September 13, 1939, William H. Fowler opened for business at 13 Clinton Street, Joliet, Illinois, with 13 pianos on consignment as his entire inventory.

As Bill stood on the sidewalk watching his first shipment of merchandise being unloaded, another observer pointed out the unlucky number 13 on the shop door and the 13 pianos and asked Bill if he knew what day it was. "Friday, September 13," Bill said. "Brother," said the stranger, "I hope you make it."

As anyone around Joliet can tell you, Bill has made it in a big way. And the only kind of luck involved in his success is the good luck he earns for himself by placing courtesy and honesty above every other consideration.

The minute you walk into the Fowler Piano Co., now at 104 N. Ottawa St., you begin to understand why people go out of their way to buy from Bill. First, you are met at the door and made to feel at home, whether you're interested in buying, just looking around, or selling something.

ADVERTISEMENT

months. After that, service charges are four dollars per visit. Backing up his service guarantee is a four-man TV service staff that works only on sets sold by the store. And to keep his customers happy, Bill sees to it that they get the fastest, highest quality service he can provide.

For example, most calls which come in as late as 4:30 p.m. get same-day service. And customers who call for TV service before noon are *guaranteed* an operating set the same evening.

Bill believes that such service is an invaluable aid in getting customers to recommend his store to friends. And as he says, "Nothing sells like a customer's recommendation."

Customers on the payroll

One idea that helps Bill sell thru customers is explained in a letter sent to each Fowler customer shortly after he makes a purchase. While it is primarily a thank-you note, the letter includes the following paragraph:

"You have a lot of friends and, no doubt, some of them will see your purchase and admire it. If so, and if you happen to know of anyone who might be interested in buying anything in our line, we will not only greatly appreciate your letting us know . . . but will compensate you for your kindness if we make a sale."

How well this offer has been received by customers can be seen in Bill's "non-employee commission" figures for the month of October. Paying each customer-salesman five dollars for a productive lead, he paid out a total of \$735.00 in this one month alone.

A favorite expression of Bill's sums up his dislike of high-pressure selling methods: "Our door is well oiled and it swings both ways." He urges prospects to shop all the stores, but he also shows them what to look for when they shop. Then he assures them that they are always welcome to come into Fowler's as often as they like with no fear of being high-pressured. Bill says many of them come back simply because they like being treated as guests.

In spite of current high prices, Bill Fowler is an expert at "selling up." Here's how he explains it: "You know before you start that everyone wants to have the best for his own home. I know that a customer will be happier about his purchase if he buys the best. So my job is to show him how he can afford it."

The clincher

"The most effective argument I've found is to point out that we only live once and that we all deserve to get as much decent pleasure as we can. Fifty or sixty dollars difference on the price of a television set is a small price to pay for the years of extra satisfaction a truly good set will provide."

Salesmanship, as Bill sees it, is not so much a knowledge of product as a knowledge of people. To illustrate, he recalls his own start in the music business in Springfield, Ill., in 1918. He knew next to nothing about the pianos he was selling by door-to-door canvassing—and he admitted it to prospects. But he did know how to make people appreciate the finer things of life for themselves and their children. As a result, he progressed from a beginning salary of \$15 per week to \$86.50 in commissions the second week.

Now, with 29 associates—a word he prefers to employees—and an annual sales volume of \$750,000, Bill is more certain than ever that "it takes faith in people, honesty and hard work to get the world to beat a path to your door."

"It also takes good advertising," he says, "if you want to keep your sales volume growing." Bill's preference, based on years of retailing experience, is newspaper advertising. His ads in the local newspaper, which he writes himself, contain much of the same personality and sales philosophy that are apparent in personal dealings with Bill Fowler.

Full coverage at low cost

While Joliet is located some 40 miles from Chicago, Bill says his advertising in the Chicago Tribune produces some of his best results. He takes advantage of the Sunday Tribune's 100% coverage of Joliet families at low cost thru this newspaper's unique Selective Area advertising plan. Under this plan, Bill cooperates with manufacturers and distributors of lines he sells—Zenith, Admiral and Philco, for example—in buying big-space advertising in the Tribune southwest Neighborhood section.

Although the manufacturer's ads appear in all



Bill Fowler (center), his son John (left), and Dan Wennlund, both vice presidents of the company, look over one of the store's Selective Area ads in the southwest Neighborhood section of the Chicago Tribune.

sections of Chicagoland, only a small number of dealers are listed in each neighborhood section. And these are widely separated so that Bill gets practically the full benefit of the advertising in his own trading area.

"In order to use our advertising money where it does the most good," Bill says, "my associates and

I always ask new customers why they chose our store. That's how I know that results from our participations in Selective Area campaigns have been extremely good."

"The extra circulation, extra space and unbeatable editorial setting we get in these campaigns just naturally add up to more sales."

MANUFACTURERS:

Your line gets more effective and enthusiastic support from your dealer when your advertising produces results he can see in his own store.

In the important Chicago market, dealers are sold on the Chicago Tribune's Selective Area plan because it produces visible, traceable results at costs they can afford to pay.

When you build your Chicago promotion around the Selective Area plan, you give your dealers big-space, retail-store-type advertising over their own names in the medium read by more of their best prospects. They get far more selling power per dollar than they can get individually,

with virtually no competition for the benefits of the advertising.

Because Selective Area pays off for dealers, it can pay off in greater profits for you. Here's convincing proof: Dealers, distributors and manufacturers already have invested more than \$2,500,000.00 in Selective Area advertising in the appliance field alone.

If you want a stronger dealer body in the Chicago market—if you want greater sales volume now and in the competitive months ahead—get the facts about Selective Area advertising from your Chicago Tribune advertising representative today.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Advertising Sales Representatives:

Chicago
A. W. Dreier
1333 Tribune Tower

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E. P. Struhsacker
220 E. 42nd St.

Detroit
W. E. Bates
Penobscot Bldg.

San Francisco
Fitzpatrick & Chamberlin
155 Montgomery St.

Los Angeles
Fitzpatrick & Chamberlin
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

ADVERTISEMENT

show them "round the bowl" mixing

...show them how the single beater travels completely around the inside surface of the stationary bowl, rotating as it travels—this is *planetary action*—and it mixes all ingredients *thoroughly*. No dead spots...no partial mixing with a *KitchenAid Food Preparer*!

Then show them the convenient up-front mixing guide...and point out the advantages of the *Pyrex* brand mixing bowl...and the wide range of practical attachments—vegetable slicer, fruit juicer, food chopper, colander and sieve set, can opener—all these operate without the need for expensive power boosters. Yes, they'll see why *KitchenAid* is truly "the finest made."



two for the "show"...

KitchenAid!



show them delicious, freshly ground coffee!



Yes, grind the coffee on the spot for this "show" ...fresh from the whole bean...in a *KitchenAid Electric Coffee Mill*. Just press the switch and let the wonderful aroma of freshly ground coffee sell itself!

Yes—even make a truly *fresh* cup of coffee while they wait. They'll love it! The difference they'll see immediately stems from the rich, natural coffee oils retained in the bean...and fresh grinding just before each making releases this stored-up flavor for pure drinking enjoyment.

KitchenAid Electric Coffee Mills make a wonderful gift item the year 'round—for any occasion. And they're catching on—people realize how much better freshly ground coffee is—and they'll be in to see you for a demonstration. Be "Johnny on the spot" and show them everything they've heard is true!

KitchenAid Electric Housewares Division of
The Hobart Manufacturing Co., Troy, Ohio

KitchenAid

The Finest Made...by



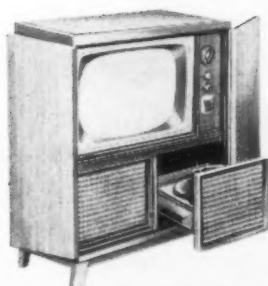
World's Largest Manufacturer of
Food, Kitchen and Dishwashing Machines

DuMont Television

the line with the drawers



*Drawers courtesy of
Abercrombie & Fitch, Inc.*



NO EXTRA COST! TAKES ALL RECORD PLAYERS!
ALL WIRED TO PLUG IN!

Smart dealers everywhere realize that
the line with the drawers... DuMont Television...
is the short line with the long profits.

THE SELECTIVE DU MONT FRANCHISE IS MORE VALUABLE THAN EVER TODAY

Meet Elmer "the Fat Boy" Wheeler at the DuMont Exhibit, Suite 218, Chicago Furniture Mart

First with the Finest in Television

Visit your DuMont Distributor For Full Details
Or Write To:
Allen B. DuMont Laboratories, Inc.
Television Receiver Division
East Paterson, New Jersey

DU MONT
QUALITY

prices now begin at **\$199⁹⁵**

Exclusively yours in Telesets*, tubes, test
equipment, transmitters, and the
DuMont Television Network.

*Trade Mark

PROSPERITY in the USA: Who Has It?

How prosperous are the people of the United States?

The previous editorial in this series answered this question for the average American. His prosperity has increased only slightly in recent years.

But the average tells only a part, and in many ways not the most important part of the story. Which individuals and groups have prospered more, which less? (The average, the result of a statistical calculation rather than a creation of flesh and blood, tells nothing about that.)

The purpose of this message is solely to get at the facts on this question of how prosperity is distributed. This is not easy. In spite of the crucial importance of the subject, the available information is limited. Even so it is possible to provide a rough answer to the question, "Who has the prosperity?"

We Have Had a Revolution

The distribution of income in the United States has changed so greatly in the past twenty years that Arthur F. Burns, Research Director of the National Bureau of Economic Research, world renowned for its impartiality and technical competence, calls it "one of the great social revolutions of history." A part of this revolution is portrayed by the following table which shows that individual incomes are both much larger and much more evenly

distributed than they were twenty years ago. Clearly, a large new middle-class has been created.

DISTRIBUTION OF REAL INCOME

Dollars of Income*	Per Cent of Families in Each Income Group	
	1929	1951
Under 1,000	17%	13%
1,000 - 2,000	24	15
2,000 - 3,000	24	18
3,000 - 4,000	14	18
4,000 - 5,000	6	15
5,000 - 7,500	9	14
7,500 and over.....	6	7
	100%	100%

*Adjusted for price changes to give the dollar its 1951 purchasing power.

Some light on why this income revolution has taken place can be found by tracing incomes to their source. Since 1929, for instance, employees have clearly made the biggest gains in total income. This can be seen in the next table. People who own their own businesses have done second best. Farmers, who are often thought to be doing handsomely indeed, have been outstripped in the income race by employees and businessmen. People whose incomes depend upon pensions, insurance policies, and other relatively fixed returns such as rent, interest and dividends have lagged far behind.

HOW REAL INCOME HAS CHANGED*

Types of Income	Percentage Change 1929 to 1951
Wages & salaries of employees.	+123%
Income of professional men & unincorporated business	+108
Farm operators' income	+56
Rental income	+1
Dividends	+2
Interest	-35

*In this and the previous table account is taken of changes in the cost of living. But adjustment for the changing tax load was not possible, as it is in the computations which follow.

The Biggest Gains

Employees have made the biggest gains in income, but the term "employees" covers a wide assortment of people—from the presidents of the biggest corporations to factory sweepers. How have different groups of employees prospered? Some indication is provided by results of a survey of salaries in 41 corporations made by Arch Patton of McKinsey and Company and recently summarized in the *Harvard Business Review*. This survey showed that between 1939 and 1950, after adjustment both for higher living costs and for higher taxes, factory and office employees made modest gains in income while management personnel suffered losses ranging from 40% to 60%.

While factory and office workers generally have made greater income gains than others, their gains have varied greatly from industry to industry. During the past five years, for example, steel workers' take-home pay (adjusted for both taxes and price changes) has increased by 22%, that of textile workers 9%, employees of general merchandise stores 4%, and that of laundry workers not at all.

What About Organization?

How have organized workers fared compared to unorganized workers? There is no round-up of facts that makes possible a direct comparison between the two. Such evidence as there is shows it is indeed an open question whether union members have done any better than others. Steel workers, for instance, who are strongly unionized are among the highly paid manufacturing workers. Farm workers are generally not unionized, and they work

in one of the most competitive industries in America.

But farm workers have made income gains which far surpass those of steel workers. Real wages of farm workers increased 2½ times more than those in the steel industry between 1939 and 1952. This fact may prove nothing more than that, in a period of inflation and manpower shortage, the less skilled workers whose incomes are ordinarily low, make the biggest percentage gain in income. Further support for this conclusion is found in the construction industry where real wages of unskilled labor increased 37% between 1939 and 1952, while those of skilled labor increased only 4%.

Why Most Incomes Are Higher

Prosperity, who has it? We may conclude that workers have been getting much more of it lately than managers or property owners, that unskilled wage and salary earners have made the largest gains, and that income generally is much more evenly distributed.

Where has the money come from to raise low bracket incomes? It has come partly from an increase in the total national income, but partly also from cutting down the share received by people in the highest income brackets. While the top 5% received 33.5% of the income after taxes in 1929, their share of income has now been cut about in half. For every \$11 of increase in income to the lower 95% of income receivers, about \$7 has come from increased production, and about \$4 by taking that amount from the top 5%.

Top bracket incomes have now been cut so deeply that the possibilities of increasing the income of the rest of the people by "soaking the rich" have largely disappeared. Indeed, if all of the income after taxes of everyone earning over \$25,000 in 1951 was taken away and redistributed among the remaining Americans, each person would receive only about \$65.

The significance of this revolution in income distribution is clear. It is that there is only one way by which the great mass of us Americans can continue to increase our individual prosperity. This is by earning the increase through more and more efficient production. In plotting the economic course of the U.S.A. this fact is of decisive consequence.

McGraw-Hill Publishing Company, Inc.



**We can't give you
the Key to
the city...**

but we're taking the locks
off the most exciting
new L&H "Lectro-Host" line
in many a long
year. Be sure to see us.

SPACE 17/P 42-43
American Furniture Mart
Jan. 5-11



**OLDEST
AMERICAN
RANGE
MANUFACTURER
UNDER
CONTINUOUS
OWNERSHIP
EST. 1875**

A. J. LINDEMANN & HOVERSON CO.
Milwaukee 15, Wisconsin

A. J. LINDEMANN & HOVERSON CO.

Electric Ranges • Water Heaters • Refrigerators • Home Freezers

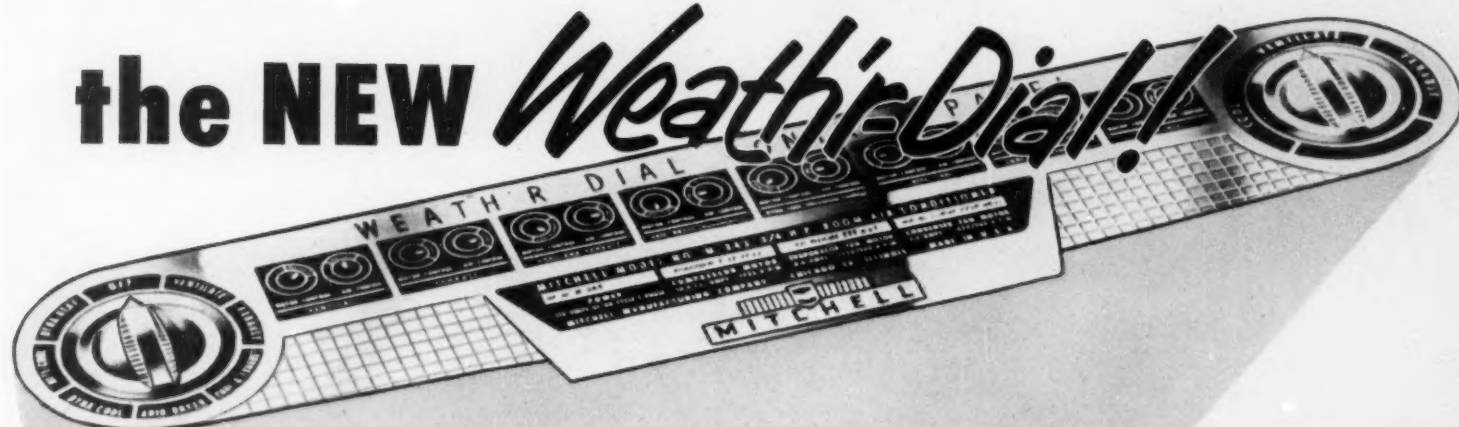
MILWAUKEE 15, WISCONSIN

only **MITCHELL**

THE WORLD'S
FINEST ROOM
AIR CONDITIONER!

Cools and Heats too with

the NEW *Weather Dial!*



MORE comfort features!
MORE to tell! -**STILL** easier to sell!

A ROOM AIR CONDITIONER THAT
DOESN'T BOTH *Cool* AND *Heat* IS OBSOLETE!



PLUS all these easy to sell features:

NIGHT-COOL

Moderate cooling
for just warm days
and nights.

FILTERS

Removes 99% of
dirt, dust and pol-
len from air.

VENTILATES

Brings fresh air
into room in any
season... Dyna-
cooled in summer
or Dyna-hot in
winter.

**COOL AND
EXHAUST**

Converts unit to
giant exhaust fan
while cooling
room at the same
time.

ARID-DRYER

Converts unit to a
powerful dehu-
midifier for hu-
mid, muggy days.

**SOUND
MUFFLER**

Permits lowest op-
erating sound
level of any unit
on the market.

Gentlemen: Rush me full details on how I may
become franchised to sell the new Mitchell Room
Air Conditioner. . . . Tell me more about how
you Weather-Dial COOL for matchless
summer comfort and HEAT for
extra winter warmth.

MITCHELL MFG. CO., DEPT. EM-3
2525 Clybourn Ave., Chicago 14, Illinois

Name _____

Store Name _____

Address _____

City _____

Zone _____

State _____



*Another Major Engineering Achievement
Conceived and Developed in the
World Famous PHILCO Laboratories*



***The Revolutionary 21-Inch
Optic-Engineered TV Picture Tube
with Exclusive Iso-Focus Beam***

ANOTHER PHILCO FIRST makes television history, and raises the standards of the entire industry—the 21-inch Cylindrical Face All-Glass Cathode Ray Tube with the exclusive Iso-Focus Beam. *Conceived by Philco, developed by Philco*, this triumph of Philco electronic and optic research has set a new goal in picture quality.

20 Square Inches larger

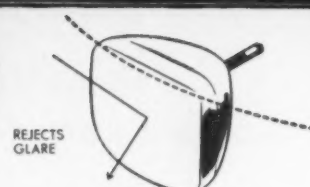
This important development is the culmination of three years of research by a special group of Philco Electron-Optic Engineers. Applying the principles of electronics to the laws of optics, these Philco scientists achieved a truly optic-engineered picture tube. Its cylindrical-shaped face is designed to reject glare. Its 245 square inch surface is 20 square inches larger than many other so-called 21-inch tubes. Now,

powered by the sensational Philco Golden Grid Chassis, the Philco-developed 21-inch cylindrical face tube brings the first High Fidelity picture reproduction ever achieved.

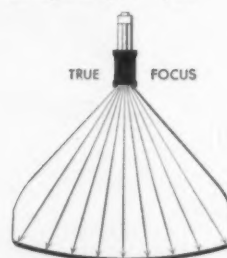
This great Philco tube is now available to the entire industry, but the spectacular Golden Grid Chassis, that by every standard provides the most sensitive, the most powerful reception in America, can be found **ONLY IN PHILCO TV.**

Progress through Leadership

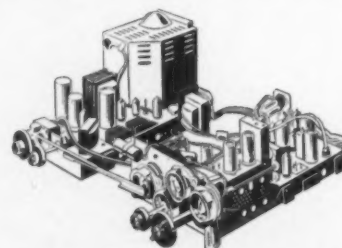
This tremendous achievement is but one of the many reasons why Philco today is first in Public Demand all over America. Through the years, the countless engineering advances from Philco Laboratories, world's largest devoted to home television research, have made Philco the leader by every count.



Optic-Engineered
Light beams are rejected scientifically, by curving the face of the tube around a vertical axis... providing true eye comfort.



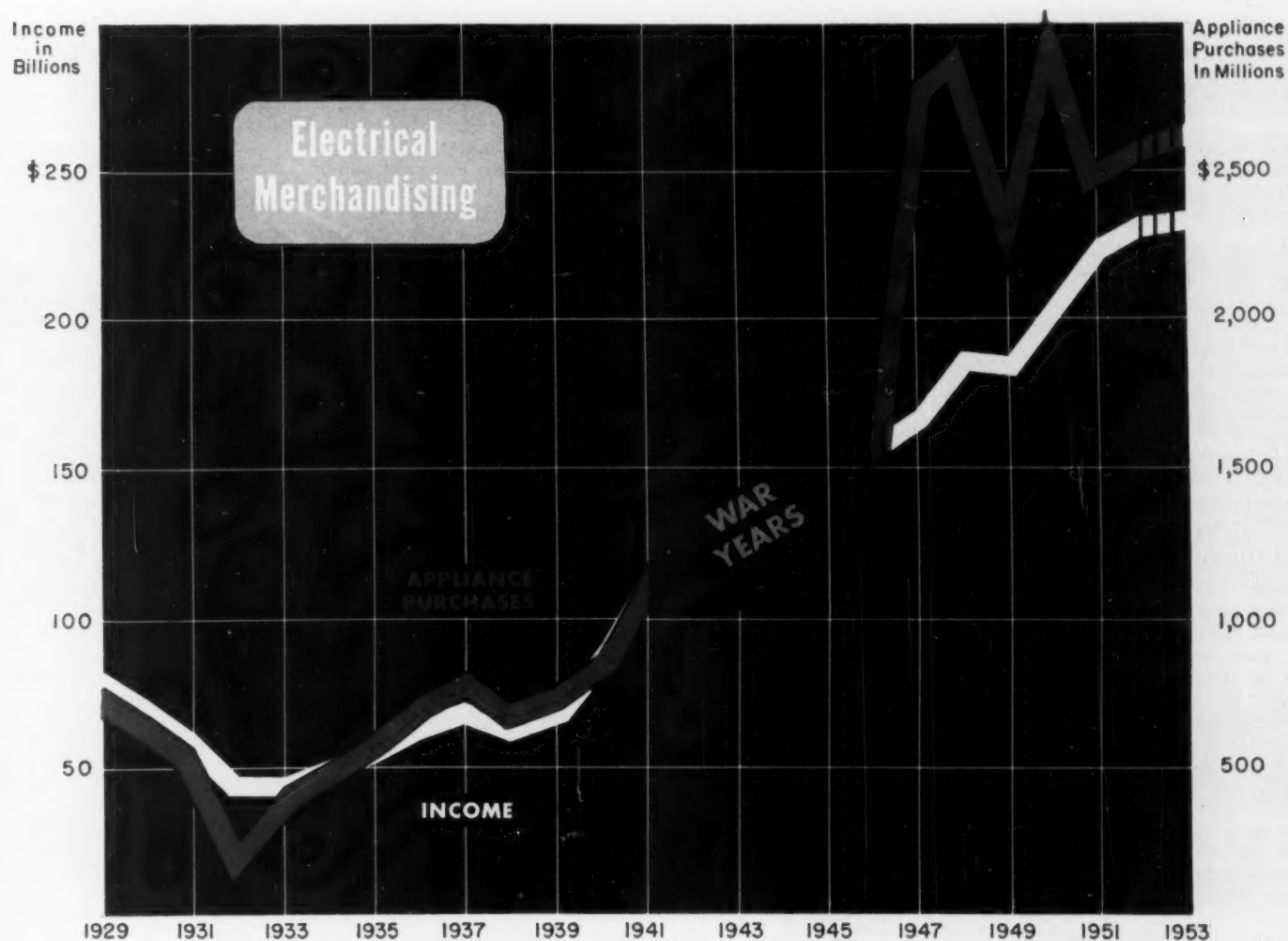
Iso-Focus Beam
True focus in *all* parts of the picture—on the edges as well as in the center of the picture! Blurs and smears banished.



Just Like a Boost in Station Power

PHILCO *Famous for Quality the World Over*

CONSUMER APPLIANCE PURCHASES AND DISPOSABLE INCOME: WILL THEY GET TOGETHER AGAIN?



The Year Ahead

Industry sales this year will closely approximate 1952 totals, but the pattern will be different—high in the first and last quarters, low in the middle.

As business and government spending slow down, personal disposable income becomes the important barometer and once again may become closely related to appliance and radio-TV sales

By the McGraw-Hill Department of Economics

YOU can expect appliance and radio-TV sales in 1953 to hold about even with 1952. There will be plenty of ups and downs in the coming year, just as there were in the last. But the two sales years will average out about the same, with perhaps 1953 holding a slight edge. Our best guess is that consumer purchases of appliances, which were \$2.7 billion in 1952, will be \$2.8 billion in 1953.

Seasonal sales will be different in 1953 than they were last year. Sales during 1952 were low in the first half year and high in the second half. In 1953, first quarter sales should be strong, followed by a dip in the second and third quarters; then some upturn may be seen toward the year end. With this pattern of sales, and with no large growth in sales likely,

the appliance dealer should keep a selective stock of fast selling items but not be long on inventory.

APPLIANCE SALES TIED TO INCOME

This outlook for sales is based on what is likely to happen to income. Appliance sales are closely tied to income, although this was more true before World War II than it is now. You can see the relation of consumer appliance purchases to disposable income in the chart above. See how closely the two moved together from 1929 through 1941. After the war, consumers needed to stock up on new appliances. This accounts for the booming sales of 1947 and 1948. In 1950 came a wave of scare buying, which shot appliances purchases to a

(Continued on next page)

THE YEAR AHEAD (continued)

A Slowly Expanding Market

new peak. Still you can see some tendency in 1949, 1951, and 1952 for appliance purchases to get back closer to normal compared to income.

Appliance purchases are growing in the consumer budget. This can be seen in the chart. A study of consumer spending shows the same thing. Only two kinds of purchases are now a bigger part of consumer spending than they were in 1929. One is food. The other is durable consumer goods other than automobiles. The percentage of money spent on automobiles is about the same now as in 1929. Less is spent on housing, clothing, and services as a percent of the family budget.

Buying appliances has become the main way for consumers to increase their standard of living. This is the meaning of the new spending pattern. Electrical equipment in the home raises living standards by easing the drudgery and increasing the recreation in the home. This is why consumers are willing to spend a larger portion of their income on appliances. Growth in appliance purchasing is encouraging for the future of the appliance dealer.

It indicates an expanding market—perhaps slowly expanding, but at least this is more than can be said for most consumer goods. When income rises, appliance dealers will see buoyant sales.

But there is a price to be paid for being in this growing, high-standard-of-living business. That is, when incomes fall, consumer purchases drop even more rapidly. This is clearly seen in the chart for 1932, 1937 and 1949. Appliance dealers have a pointed concern in consumer income. What makes consumer incomes change?

BUSINESS AND GOVERNMENT SPENDING CHANGE INCOMES

Incomes change with the production of goods. This is easy to see, since income is the pay for making goods. Nevertheless, incomes may run ahead of or behind the available consumer goods. This happens because incomes come from defense production and from the building of plants and factory machines, as well as from making consumer goods. When spending for defense or for plant and equipment is rapid, incomes rise faster than the goods available to consumers. When the increased capacity of new plant and equipment is in place, consumer

goods can flow out of the factories faster than incomes rise. This is especially true if defense and business spending fall off.

Incomes rose rapidly during 1950 and early 1951 because defense spending and business investment soared. Personal income climbed at an average rate of \$1.5 billion a month between June of 1950 and September of 1951. Since then, income has grown by about \$500 million a month, or slowed down to only one-third as much as in the early stages of the defense boom. The increase in income during the past year was matched by price increases. Net gain in consumer purchasing power was practically nothing.

We shall see presently that repercussions from the pinch on purchasing power were felt in consumer credit. But first let us see what is likely to happen to income arising from defense and business spending during 1953.

DEFENSE SPENDING NEAR PEAK

Defense spending did not rise either as high nor as fast as expected. Two stretch-outs have seen to that. A stretch-out is a recognition that it is hard to spend a lot of money very fast. Production, without the goad of war, just does not gear up in a hurry. The two stretch-outs of defense spending have both put off and flattened down the peak of government expenditure.

Defense spending is now at a rate of about \$52 billion a year. It is likely to rise to a peak of about \$56 billion by the middle of 1953, barring any new or larger wars. This estimate is somewhat lower than the official hopes and expectations, but it is in line with the way the defense program has been going.

We can conclude from this that any further growth in income to consumers arising out of the defense program will be small.

BUSINESS INVESTMENT TO HOLD LEVEL

Business spending for plant and equipment has already hit its peak and will level off. One by one, manufacturing industries have completed their capital expansion based upon military needs. The present high level of business spending is being carried by fewer industries, by fewer firms, and

mainly by the large firms. What expansion there was in consumer soft goods is over. Even so crucial an industry as machine tools is planning less new expenditure for plant and equipment. A few of the manufacturing firms, such as steel, aluminum, chemicals, and petroleum, will make large expenditures in 1953 to complete their plans for bigger and better plants. But even they will taper off when these plans are completed.

The capital spending in manufacturing as a whole is likely to be down slightly from 1952. But this will probably be offset by some increases in spending by the electric utility companies, by metal mining companies, and for commercial construction. Taking all business together, capital spending is likely to be about level throughout 1953. This is encouraging, but again it does not point to any increase in consumer income available for appliance purchasing.

CONSTRUCTION TO HAVE ITS UPS AND DOWNS

New construction next year will run slightly higher in 1953 than last year. Total construction, both public and private, was about \$32 billion in 1952. It is likely to reach \$33 billion in the coming year. But this total covers up a lot of shifting around.

Building of new homes, a key fact to appliance sales, is likely to be off a shade, from 1,100,000 housing starts in 1952 to about 1,000,000 in 1953. Reason is tighter consumer finances. Builders have not been successful in lowering building costs much, and mortgage money—while more plentiful than it was last year—is not likely to be any cheaper.

Commercial construction we have already mentioned is on the upgrade. Some commercial building was held up during the past year or two by shortages of materials. As materials become available there is some catching up to be done. Industrial construction, on the other hand, is headed downward with lower plans for business spending on plant and equipment.

Public construction will move forward strongly as much delayed and much needed public building gets under way. Highways are on the list of expansion, as are schools, municipal utilities, and public buildings. All in all, it adds up to a slightly bigger year for construction. But the increase to consumer income will be tiny.

THE CONSUMER: HOW IS HE FIXED?

Where do all these income changes leave the consumer, who is after all the guy that buys appliances? The consumer can expect very modest increases in income from defense spend-

ing and construction. However, income is likely to grow at a still slower rate in 1953, just as increases in income were lower in 1952 than in 1951. From where the consumer stands, his ability to buy is slowing down. Consumer savings have also run down over the past five years. This is the reason why many consumers have been going more and more into debt.

Consumer instalment credit surged upward about the middle of 1952, just when the appliance business picked up.

During the second half of 1952, instalment credit zoomed upward at a record rate. If consumer income does not continue to rise, consumer debt cannot increase without halt. The halt in consumer debt is likely to come around the spring of 1953, judged by past relations between consumer income and debt. This is why we expect appliance sales to remain strong through the first quarter, but begin to lag sometimes in spring and summer.

CAN CONSUMERS USE THEIR OWN BOOTSTRAPS?

Another upturn in consumer spending and in appliance sales is likely toward the end of 1953, though it is hard to be very positive about these more distant events. Only small increases in consumer income are likely from government, business, or construction expenditure. The only remaining place where more income can be generated is within the consumer industries themselves. This gives us a round-robin affair of expecting consumer spending to be so high as to encourage more consumer goods production, which in turn creates more income, which in turn creates more spending on appliances and other goods. This is perilously near being a case of consumers pulling themselves up by the bootstraps.

Consumer goods industries can expand their markets and build up consumer income unassisted, but it is a slow and hard process. It has to be done by cutting costs, by more selling, and by better products. This is also the prescription for a more competitive market. A more competitive market can be expected as we progress into 1953. Out of it should come a slowly expanding market and a slowly growing consumer income from consumer goods industries.

A second source of increased income, and hence appliance sales, is from cuts in personal income taxes. Present tax rates on personal income are not due to expire until early 1954. But the prospect of some tax reduction in early 1954 will probably help to increase appliance sales toward the end of 1953.

End

INDEX OF SATURATION... January 1, 1953

All figures except radio and oil space heaters, based on 42,306,600 Domestic and Farm Electric Customers. Radio and Oil Space Heaters Based on 45,464,000 Total Homes.

NUMBER AND PERCENTAGE OF WIRED HOMES WITH

560,100 or 1.3
3,628,000 or 8.6
1,474,500 or 3.5
2,813,000 or 6.6
34,248,500 or 80.9
21,570,000 or 51.0
1,253,000 or 3.0
1,524,300 or 3.6
1,379,300 or 3.3
4,885,000 or 11.5
9,672,700 or 22.9
12,938,000 or 30.6
8,964,500 or 21.2
3,910,000 or 9.2
37,890,000 or 89.6
8,252,000 or 19.5
12,565,200 or 29.7
7,260,000 or 16.0
43,720,000 or 96.2
10,200,000 or 24.1
37,750,000 or 89.2
3,762,000 or 8.9
13,322,500 or 31.5
13,507,500 or 31.9
19,751,200 or 46.7
30,000,000 or 70.9
25,145,000 or 59.4
12,231,200 or 28.9
32,217,000 or 76.2
5,821,400 or 13.8

AIR CONDITIONERS
(room)

BED COVERINGS

BLENDERS
(liquefiers)

BROILERS

CLOCKS

COFFEE MAKERS

DISHWASHERS

DRYERS, CLOTHES
(electric and gas)

FOOD WASTE DISPOSERS

FREEZERS

HEATERS
(convactor and radiant)

HEATING PADS

HOTPLATES

IRONERS

IRONS

IRONS, STEAM

MIXERS

OIL SPACE HEATERS

*RADIO RECEIVERS

RANGES

REFRIGERATORS

ROASTERS

SANDWICH — WAFFLE
(combinations)

SHAVERS

TELEVISION

TOASTERS

VACUUM CLEANERS

WAFFLE IRONS

WASHERS, ELECTRIC

WATER HEATERS

NUMBER AND PERCENTAGE OF WIRED HOMES WITHOUT

41,746,500 or 98.7
38,678,600 or 91.4
40,832,100 or 96.5
39,493,600 or 93.4
8,058,100 or 19.1
20,736,600
41,053,600 or 97.0
40,782,300 or 96.4
40,927,300 or 96.7
37,421,000 or 88.5
32,633,900 or 77.1
29,368,600 or 69.4
33,342,100 or 78.8
38,396,600 or 90.8
4,416,600 or 10.4
34,054,600 or 80.5
29,741,400 or 70.3
38,204,000 or 84.0
1,744,000 or 3.8
32,106,600 or 75.9
4,556,600 or 10.8
38,544,600 or 91.1
28,983,500 or 68.5
28,799,100 or 68.1
22,555,400 or 53.3
12,306,600 or 29.1
17,161,600 or 40.6
30,075,400 or 71.1
10,089,600 or 23.8
36,485,200 or 86.2

*Projected from Jan. 1, 1952 estimate compiled by joint radio networks — ABC, CBS, MBS, NBC.

10-Year Sales and Retail Value of APPLIANCES,

PRODUCT	1939		1940		1941		1946		1947	
	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value
AIR CONDITIONERS, Room.	8,800		11,450		33,000		29,840		42,900	\$19,734,000
BED COVERINGS, Electric							200,000	\$8,000,000	630,000	26,460,000
BLENDERS										
BROILERS							800,000	9,800,000	255,000	3,442,500
CLEANERS, VACUUM:										
Floor Type **	1,084,600	\$62,840,000	1,340,600	\$73,156,000	1,670,000	\$93,600,900	2,289,500	155,228,100	3,801,000	285,368,000
Hand Type	312,000	4,939,000	358,600	5,348,000	383,000	5,726,000	80,000	1,505,880	186,400	4,827,000
CLOCKS	3,227,000	15,490,000	3,600,000	17,600,000	5,400,000	27,000,000	6,500,000	40,950,000	9,729,000	69,076,000
COFFEE MAKERS	1,674,300	5,600,300	1,873,000	6,000,000	1,941,250	6,783,300	5,000,000	43,150,000	2,963,000	29,516,000
Automatic									200,000	4,000,000
Non-Automatic									2,763,000	25,516,000
DEHUMIDIFIERS										
DISHWASHERS, Motor-Driven									120,000	30,000,000
DRYERS, Clothes, Total									58,000	12,180,000
Electric									38,000	
Gas									20,000	
EVAP. AIR COOLERS										
FANS:										
Attic									125,000	15,625,000
Desk and Bracket	1,502,000	10,589,000	1,681,900	10,663,000	1,985,000	14,587,200	1,239,450	13,680,000	3,555,000	65,767,500
Hassock or Floor										
Ventilating, Wall & Ceiling	84,580	1,704,300	107,000	1,924,000	116,800	2,044,000	203,080	2,877,000	265,000	9,142,500
Window Ventilating										
FLOOR POLISHERS									185,000	9,250,000
FOOD WASTE DISPOSERS									100,000	12,500,000
FREEZERS, HOME							210,300	80,000,000	607,000	200,310,000
FRYERS, DEEP FAT										
HEATERS, Electric—Total	525,000	2,194,500	528,000	1,975,000	564,000	2,312,400	2,000,000	25,000,000	1,850,000	26,825,000
Fan-Forced & Fan-Heaters										
Convactor & Radiant (Non-Fan-Forced)										
Wall Type										
HEATING PADS	904,000	2,666,800	931,500	2,776,000	1,117,800	3,633,000	2,900,000	17,400,000	2,140,000	13,910,000
HOTPLATES	432,200	1,063,200	415,000	1,033,000	547,800	1,430,000	2,000,000	11,560,000	1,453,000	13,803,500
IRONING MACHINES	127,000	8,700,000	175,500	10,219,000	259,000	14,489,000	175,000	13,146,000	599,300	75,821,800
IRONS: Total	4,993,000	17,568,000	5,171,000	18,853,500	5,585,000	21,100,000	9,600,000	82,959,000	11,004,000	121,215,000
Automatic	2,340,000	11,412,000	2,597,000	12,959,000	2,900,000	14,790,000	7,000,000	67,645,000	8,495,000	93,645,000
Non-Automatic	2,653,000	6,156,000	2,574,000	5,894,500	2,685,000	6,310,000	2,600,000	15,314,000	1,353,000	8,118,000
Travel										
Steam									1,156,000	19,652,000
KITCHEN CABINETS, Steel							1,347,500	60,000,000	2,790,000	104,600,000
LAMP BULBS & TUBES: Total	975,505,000	148,608,000	1,115,476,000		1,322,135,000		1,304,545,000	285,405,000	1,705,044,000	392,077,000
Fluorescent	533,687,000	107,508,000	6,500,000		21,931,000		50,573,000	48,818,000	79,073,000	79,524,000
Incandescent			568,026,000		675,383,000		726,105,000	149,287,000	831,241,000	174,477,000
Photo			19,720,000		29,289,000		43,049,000	7,202,000	78,791,000	13,702,000
Miniature	441,818,000	41,100,000	285,469,000		339,773,000		329,271,000	70,143,000	444,911,000	102,773,000
Christmas Tree			236,041,000		255,759,000		155,547,000	9,955,000	271,028,000	21,601,000
LAWN MOWERS, Power	34,900	3,000,000	42,000	5,000,000	53,500	6,000,000	139,000	17,000,000	362,000	54,000,000
MIXERS, FOOD—Standard	400,000	7,000,000	460,000	10,120,000	510,000	11,220,000	1,500,000	47,265,000	1,220,000	43,310,000
Portable										
OIL SPACE HEATERS	358,115	18,411,250	390,000	21,060,000	471,393	28,260,000	1,006,174	69,778,200	2,004,249	165,079,970
RADIO										
Home Radios	10,538,000	355,000,000	11,860,000	355,532,600	13,700,000	469,636,000	14,031,000	701,550,000	14,484,500	838,720,000
Portable Radios									2,476,000	87,420,000
Clock Radios										
RANGES	335,000	49,245,000	450,000	62,775,000	728,000	103,376,000	576,700	107,266,200	1,210,000	278,300,000
REFRIGERATORS	1,900,000	321,100,000	2,700,000	410,400,000	3,500,000	542,500,000	2,100,000	434,700,000	3,400,000	867,000,000
ROASTERS	235,000	5,475,500	260,000	6,084,000	290,000	7,366,000	150,000	4,500,000	410,000	15,375,000
SHAVERS	1,200,000	18,000,000	900,000	11,700,000	1,100,000	15,950,000	2,115,000	35,955,000	2,500,000	43,750,000
TELEVISION							6,500	2,100,000	178,570	83,500,000
TOASTERS: Total	2,437,000	16,778,000	2,307,000	15,425,000	2,640,800	17,945,500	3,500,000	41,489,000	5,019,000	62,015,000
Automatic	960,000	12,864,000	995,000	12,040,000	1,237,000	14,225,500	1,400,000	26,138,000	2,840,000	51,120,000
Non-Automatic	1,477,000	3,914,000	1,312,000	3,385,000	1,403,800	3,720,000	2,100,000	15,351,000	2,179,000	10,895,000
WAFFLE IRONS—SAND-										
WICH GRILLS	1,426,800	6,572,600	1,545,000	7,073,000	1,646,400	7,899,800	3,600,000	45,529,000	3,567,000	50,537,500
WASHING MACHINES: Total	1,433,200	100,519,000	1,552,600	113,156,100	2,014,400	159,329,970	2,123,980	256,283,580	4,281,000	575,814,000
Electric (Standard Size)	1,329,300	91,354,800	1,454,800	104,486,000	1,892,400	148,556,150	2,047,380	247,303,000	3,657,000	541,236,000
Gas Engine	103,900	9,164,200	97,800	8,670,100	122,000	10,773,820	76,600	8,980,580	126,000	18,144,000
Small	11,000	200,000							498,000	16,434,000
WATER HEATERS, Storage	102,270	9,024,300	125,000	10,125,000	205,000	17,015,000	488,000	58,560,000	1,100,000	143,000,000
WATER SYSTEMS	211,145		258,500		347,055		625,700	57,083,650	730,000	84,000,000

** Vacuum cleaner figures, include new and manufacturers' reconditioned models for prewar, but from 1946 on represent new models only. † So-called portable metal cabinets not included. Oil space heaters based on Dept. of Commerce figures. Radio, Television figures since 1947 represent production, estimated by Radio-Television Mfrs. Assn. 1952-3. Air Conditioner Unit Figures from A.C.R.M.A.

RADIO and TELEVISION

Manufacturer's Sales, Including Exports,

In Units and Retail Dollar Value

1948		1949		1950		1951		1952		PRODUCT
Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	
76,500	\$32,512,500	95,500	\$39,155,000	195,000	\$72,150,000	237,500	\$86,687,500	341,000	\$122,760,000	AIR CONDITIONERS, Room
675,000	29,025,000	440,000	16,500,000	800,000	31,600,000	776,000	32,980,000	830,000	35,275,000	BED COVERINGS, Electric
215,000	8,170,000	175,000	6,562,500	225,000	8,437,500	290,000	11,455,000	425,000	17,637,500	BLENDERS
280,000	5,026,000	260,000	4,667,000	295,000	7,360,000	312,000	7,200,000	434,700	13,172,100	BROILERS
										CLEANERS, VACUUM:
3,360,800	257,542,700	2,889,500	221,794,300	3,529,400	280,305,000	2,729,100	234,893,600	2,855,000	261,289,600	Floor Type
289,920	7,706,400	191,000	5,355,100	230,300	6,614,200	176,000	5,313,500	153,000	4,720,000	Hand Type
9,995,000	74,962,500	5,280,000	33,200,000	8,100,000	54,000,000	7,500,000	52,125,000	6,700,000	48,575,000	CLOCKS
2,700,000	33,870,000	2,450,000	39,300,000	2,975,000	54,101,250	2,825,000	59,409,750	3,000,000	60,185,500	COFFEE MAKERS: Total
600,000	12,000,000	800,000		900,000	25,155,000	1,695,000	43,646,250	1,950,000	48,652,500	Automatic
2,100,000	21,870,000	1,650,000		2,075,000	28,946,250	1,130,000	15,763,500	1,050,000	11,533,000	Non-Automatic
		25,000		45,000	6,300,000	75,000	10,875,000	90,000	12,870,000	DEHUMIDIFIERS
225,000	61,875,000	160,000	44,000,000	230,000	66,700,000	260,000	78,000,000	210,000	63,000,000	DISHWASHERS, Motor-Driven
92,000	20,720,000	105,700	24,317,200	318,500	70,449,400	492,000	120,679,500	610,000	157,100,000	DRYERS, Clothes, Total
76,700		84,560		250,980	53,378,400	354,000	82,039,500	440,000	107,800,000	Electric
15,300		21,140		67,520	17,071,000	138,000	38,640,000	170,000	49,300,000	Gas
								175,000	15,137,500	EVAP. AIR COOLERS
										FANS:
85,000	11,050,000	76,500	9,562,500	95,000	12,302,500	90,000	12,325,500	80,000	11,200,000	Attic
3,470,000	60,725,000	2,776,000	51,356,000	2,450,000	42,262,500	2,225,000	41,162,500	1,570,000	29,751,500	Desk and Bracket
				180,000	7,110,000	145,000	6,452,500	210,000	10,489,500	Hassock or Floor
240,000	9,000,000	255,000	9,817,500	495,000	17,745,800	345,000	12,592,500	295,000	10,177,500	Ventilating, Wall & Ceiling
						320,000	16,640,000	480,000	26,376,000	Window Ventilating
				240,000	13,800,000	275,000	16,500,000	287,000	17,492,650	FLOOR POLISHERS
175,000	21,000,000	155,000	20,925,000	320,000	43,200,000	352,000	47,520,000	275,000	35,750,000	FOOD WASTE DISPOSERS
690,000	220,800,000	485,000	162,475,000	890,000	289,250,000	1,050,000	378,000,000	1,140,000	421,800,000	FREEZERS, HOME
				500,000	12,475,000	725,000	20,662,500	1,250,000	37,437,500	FRYERS, DEEP FAT
1,300,000	16,900,000	835,000	9,602,500	1,115,000	15,364,700	930,000	12,393,000	1,202,000	31,203,000	HEATERS, Electric, Total:
						605,000	9,468,000	690,000	12,075,000	Fan-Forced & Fan-Heaters
						325,000	2,925,000	270,000	2,430,000	Convactor & Radiant, (Non-Fan-Forced)
								242,000	16,698,000	Wall Type
1,600,000	10,800,000	1,350,000	9,112,500	1,725,000	11,988,750	1,450,000	10,077,500	1,500,000	10,425,000	HEATING PADS
1,225,000	10,964,000	820,000	6,519,000	1,160,000	9,454,000	940,000	8,695,000	905,000	8,597,500	HOTPLATES
477,000	71,550,000	307,350	43,028,300	409,200	59,465,900	283,840	49,572,700	207,500	43,367,500	IRONING MACHINES
7,360,000	94,392,500	6,310,000	81,639,500	7,475,000	101,188,500	7,585,000	104,166,800	6,135,000	95,203,250	IRONS: Total
5,850,000	75,757,500	4,850,000	62,807,500	5,235,000	67,793,250	4,950,000	60,637,500	2,965,000	38,396,750	Automatic
						236,400	1,046,900	210,000	875,250	Non-Automatic
700,000	4,865,000	495,000	3,440,250	595,000	3,867,500	298,600	2,687,400	285,000	2,565,000	Travel
810,000	13,770,000	965,000	15,391,750	1,645,000	29,527,750	2,100,000	39,795,000	2,675,000	53,366,250	Steam
3,236,400	124,776,700	2,132,000	83,852,800	2,969,000	125,848,300	2,672,100	119,930,900	2,970,000	154,000,000	KITCHEN CABINETS, Steel
1,837,294,000	406,605,000	1,756,665,000	389,980,000	2,006,880,000	466,400,000	2,012,132,000	518,100,000	1,838,000,000	484,000,000	LAMP BULBS & TUBES Total:
79,400,000	80,059,000	72,068,000	72,700,000	88,439,000	95,500,000	86,652,000	102,600,000	75,000,000	85,500,000	Fluorescent
845,083,000	179,411,000	814,401,000	173,000,000	933,523,000	204,600,000	950,408,000	228,000,000	900,000,000	217,500,000	Incandescent
143,602,000	24,125,000	155,066,000	26,080,000	229,230,000	37,400,000	295,848,000	51,000,000	350,000,000	65,800,000	Photo
390,546,000	87,908,000	330,102,000	80,600,000	467,728,000	98,500,000	415,624,000	107,500,000	340,000,000	96,000,000	Miniature
378,663,000	35,102,000	385,028,000	37,700,000	287,960,000	30,400,000	263,600,000	29,000,000	173,000,000	19,200,000	Christmas Tree
397,000	57,000,000	529,000	65,000,000	1,080,000	100,000,000	1,241,000	121,000,000	1,155,000	110,000,000	LAWN MOWERS, Power
1,550,000	58,105,000	1,375,000	51,562,500	1,700,000	67,150,000	1,475,000	65,687,500	1,375,000	60,500,000	MIXERS, FOOD—Standard
20,000	339,000	150,000	2,542,500	145,000	2,602,750	125,000	2,312,500	355,000	6,727,250	Portable
1,234,865	103,305,100	741,500	60,064,000	886,400	73,480,000	763,500	69,478,500	755,000	70,215,000	OIL SPACE HEATERS
										RADIO:
10,465,500	613,470,000	6,619,900	304,990,000	8,174,600	382,653,000	6,751,400	231,235,500	3,601,770	123,360,600	Home Radios
2,642,700	78,170,000	1,351,300	40,470,000	1,674,700	50,994,600	1,332,990	41,322,700	1,367,310	42,386,600	Portable Radios
						777,000	30,691,500	1,630,300	64,396,800	Clock Radios
1,600,000	376,000,000	1,056,000	242,880,000	1,830,000	424,623,000	1,400,000	350,000,000	1,060,000	270,300,000	RANGES
4,766,000	1,239,160,000	4,450,000	1,134,750,000	6,200,000	1,602,266,000	4,075,000	1,120,625,000	3,570,000	1,017,450,000	REFRIGERATORS
675,000	25,312,500	350,000	13,125,000	400,000	15,580,000	442,000	18,541,900	460,000	18,377,000	ROASTERS
1,650,000	32,175,000	1,725,000	37,087,500	2,150,000	50,525,000	2,200,000	53,900,000	2,550,000	63,622,500	SHAVERS
975,000	383,500,000	3,000,000	970,000,000	7,463,800	2,235,408,000	5,384,800	1,658,500,000	6,000,000	1,691,988,000	TELEVISION
4,850,000	78,315,000	4,200,000	73,290,000	4,525,000	80,142,700	3,725,000	75,763,700	2,991,700	63,187,850	TOASTERS, Total:
3,650,000	71,175,000	3,450,000	68,827,500	3,795,000	76,127,700	3,350,000	73,532,500	2,836,700	62,265,600	Automatic
1,200,000	7,140,000	750,000	4,462,500	730,000	4,015,000	375,000	2,231,200	155,000	922,250	Non-Automatic
										WAFFLE IRONS—SAND-
3,670,000	57,114,000	1,960,000	30,205,000	2,535,000	42,968,250	1,875,000	33,656,300	1,570,000	32,165,500	WICH GRILLS
4,616,000	756,184,800	3,200,000	534,178,000	4,405,610	791,216,000	3,488,400	720,790,400	3,217,800	689,118,300	WASHING MACHINES: Total
4,195,600	726,404,400	3,065,000	525,188,000	4,272,580	784,563,600	3,384,700	715,663,000	3,145,000	685,574,400	Electric (Standard Size)
114,400	17,846,400	35,000	5,390,000	18,650	2,774,900	12,300	1,961,300	8,800	1,415,900	Gas Engine
306,000	11,934,000	100,000	3,600,000	114,380	3,877,500	91,400	3,166,100	64,000	2,128,000	Small
1,040,000	137,800,000	695,000	90,350,000	990,000	131,175,000	845,000	114,075,000	720,000	95,040,000	WATER HEATERS, Storage
650,000	89,050,000	600,000	78,900,000	723,000	112,065,000	625,000	96,875,000	680,000	110,160,000	WATER SYSTEMS

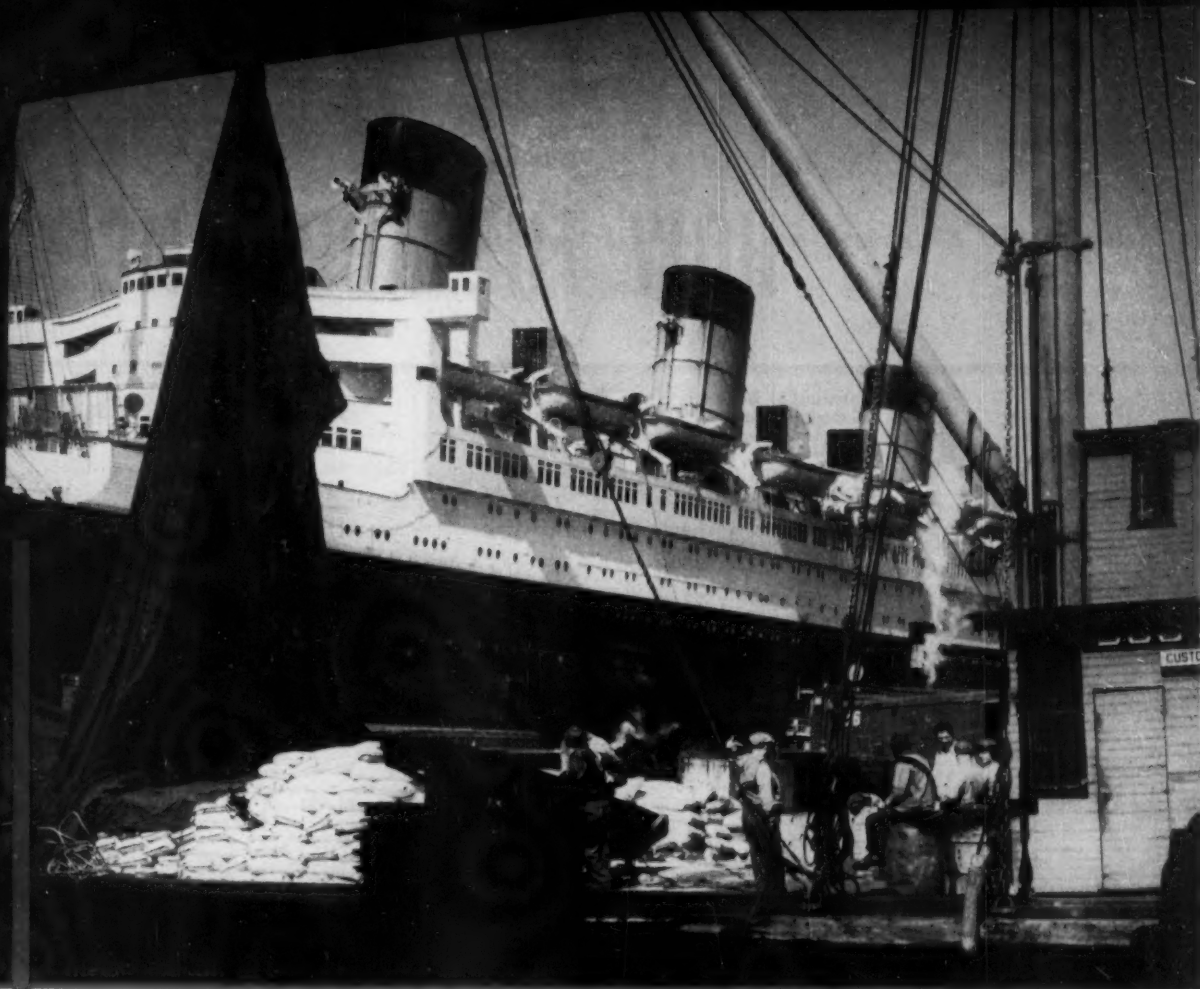
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Domestic and Farm Electric Customers

STATE	Total Residential and Rural Electric Customers January 1, 1953	Urban Electric Customers January 1, 1953	Rural Non-Farm Electric Customers January 1, 1953	Farm Electric Customers January 1, 1953
Maine.....	280,241	141,748*	111,826*	26,667
New Hampshire.....	190,291	98,898*	78,211*	13,182
Vermont.....	113,837	41,308*	54,535*	17,994
Massachusetts.....	1,391,232	1,225,601	145,011	20,620
Rhode Island.....	236,995	213,327	21,201	2,467
Connecticut.....	621,137	419,447	186,865	14,825
New England.....	2,833,733	2,140,329	597,649	95,755
New York.....	4,250,668	3,588,702	542,416	119,550
New Jersey.....	1,491,785	1,200,149	267,564	24,072
Pennsylvania.....	2,874,387	2,075,589	659,408	139,390
Middle Atlantic.....	8,616,840	6,864,440	1,469,388	283,012
Ohio.....	2,311,455	1,704,606	413,443	193,406
Indiana.....	1,193,193	757,824	270,431	164,938
Illinois.....	2,420,877	1,906,152	329,804	184,921
Michigan.....	1,899,238	1,331,871	401,885	155,482
Wisconsin.....	1,040,081	641,640	235,876	162,565
East North Central.....	8,854,844	6,342,093	1,651,439	861,312
Minnesota.....	917,596	562,496	188,099	167,001
Iowa.....	763,309	375,155*	188,733*	199,421
Missouri.....	1,117,900	716,406	202,888	198,606
North Dakota.....	159,350	46,792*	56,708*	55,850
South Dakota.....	171,264	63,541*	50,948*	56,775
Nebraska.....	371,069	174,747	96,557	99,765
Kansas.....	573,550	301,094	155,178	117,278
West North Central.....	4,074,038	2,240,231	939,111	894,696
Delaware.....	99,745	64,505*	28,455*	6,785
Maryland.....	627,167			
District of Columbia.....	166,113	607,541	152,455	33,284
Virginia.....	794,506	428,665	224,688	141,153
West Virginia.....	494,959	206,173*	217,528*	71,258
North Carolina.....	1,101,637	482,806	355,254	263,577
South Carolina.....	508,117	167,296*	223,399*	117,422
Georgia.....	820,124	428,269*	217,395*	174,460
Florida.....	813,143	574,747	192,811	45,585
South Atlantic.....	5,425,511	2,960,002	1,611,985	853,524
Kentucky.....	705,175	323,131*	197,712*	184,332
Tennessee.....	825,552	448,973	173,908	202,671
Alabama.....	713,136	361,898	179,056	172,182
Mississippi.....	445,563	165,914*	110,241*	169,408
East South Central.....	2,689,426	1,299,916	660,917	728,593
Arkansas.....	445,716	196,059	101,270	148,387
Louisiana.....	651,827	410,877	133,980	106,970
Oklahoma.....	617,177	361,520*	142,551*	113,106
Texas.....	2,052,516	1,318,795	445,243	288,478
West South Central.....	3,767,236	2,287,251	823,044	656,941
Montana.....	169,214	82,391*	58,858*	27,965
Idaho.....	177,385	82,914*	55,576*	38,895
Wyoming.....	78,847	44,784*	23,236*	10,827
Colorado.....	400,356	257,325	103,833	39,198
New Mexico.....	174,360	100,854	57,646	15,860
Arizona.....	199,002	127,374*	62,368*	9,260
Utah.....	192,269	127,025*	42,522*	22,722
Nevada.....	47,787	28,961*	16,783*	2,043
Mountain.....	1,439,220	851,628	420,822	166,770
Washington.....	709,961	439,234	202,639	68,088
Oregon.....	459,041	271,591	130,468	56,982
California.....	3,436,748	2,639,847	666,574	130,327
Pacific.....	4,605,750	3,350,672	999,681	255,397
TOTAL UNITED STATES.....	42,306,598	28,336,562	9,174,036	4,796,000

Totals estimated by Edison Electric Institute on basis of 8 mos. 1952 customer data. Farm figures, estimated by ELECTRICAL MERCHANDISING on basis of REA data as of June 30, 1952. The urban customers and rural non-farm customers follow ratios established in 1940 Housing Census, * with the exception of the states marked by an asterisk; these have been established on the basis of the 1950 Housing Census. This term "Domestic Electric Customers" and this tabulation, issued periodically, is presented in preference to the Census figures on Occupied Dwelling Units Using Electricity because it maintains a continued yearly base for state as well as national market computation. These figures are used throughout all ELECTRICAL MERCHANDISING calculations on saturation.

Appliance and Radio Exports



	Vacuum Cleaners	Clocks	Irons	Radio & Television	Refrigerators	Washing Machines	Ranges
1952 Units	11,841	105,084	99,551	290,294	236,992	31,878	6,152
Dollars	\$513,788	\$518,608	\$561,775	\$14,716,106	\$38,553,255	\$3,923,693	\$885,718
(7 Mos)							
1951 Units	18,089	241,544	206,725	304,968	343,622	62,440	13,208
Dollars	\$688,752	\$980,612	\$1,154,835	\$22,897,066	\$55,005,023	\$7,603,392	\$1,859,652
1950 Units	19,966	315,303	241,471	422,958	199,558	52,582	5,841
Dollars	\$691,900	\$1,094,432	\$1,095,984	\$15,830,662	\$29,736,971	\$6,012,104	\$769,360
1949 Units	27,841	259,840	243,727	523,898	166,242	56,887	6,496
Dollars	\$841,610	\$899,328	\$1,027,889	\$17,075,828	\$26,814,489	\$5,989,422	\$978,796
1948 Units	51,511	192,831	354,964	710,490	271,353	70,594	13,469
Dollars	\$2,161,647	\$791,928	\$1,580,783	\$28,132,276	\$41,469,892	\$7,308,072	\$1,955,840
1947 Units	74,221	410,673	563,947	1,520,818	273,624	118,821	15,508
Dollars	\$2,799,209	\$1,623,013	\$2,927,886	\$53,537,043	\$39,628,246	\$10,984,534	\$1,767,755
1946 Units	14,124	140,134	286,454	832,377	102,798	30,304	4,663
Dollars	\$488,745	\$495,134	\$1,331,820	\$23,232,973	\$11,639,487	\$2,052,329	\$451,263
1945 Units	1,470	27,306	53,762	38,547	7,134	1,109	1,158
Dollars	\$53,565	\$111,014	\$215,198	\$4,272,613	\$530,412	\$53,193	\$86,482
1944 Units	1,597	3,632	1,187	70,092	2,970	138	1,056
Dollars	\$45,976	\$30,973	\$6,461	\$15,065,520	\$248,046	\$11,210	\$69,902
1943 Units	1,363	5,259	20,341	158,511	17,704	652	882
Dollars	\$37,748	\$29,036	\$47,539	\$12,515,428	\$1,805,681	\$44,549	\$78,416
1942 Units	3,861	60,562	82,323	453,150	12,364	5,131	2,354
Dollars	\$101,466	\$149,795	\$154,998	\$12,992,237	\$1,181,395	\$306,838	\$142,589
1941 Units	13,368	117,046	205,258	648,425	126,471	20,540	11,770
Dollars	\$338,241	\$272,417	\$332,203	\$13,487,434	\$10,281,136	\$929,110	\$551,304
1940 Units	9,964	86,686	162,587	558,398	102,082	29,657	7,302
Dollars	\$205,484	\$248,920	\$249,982	\$10,157,423	\$8,073,763	\$1,196,947	\$402,500
1939 Units	20,739	98,538	164,705	551,846	124,031	55,239	6,636
Dollars	\$383,976	\$221,071	\$280,211	\$10,448,017	\$9,534,978	\$2,148,199	\$379,180
1938 Units	29,779	138,866	175,061	449,163	141,008	66,207	6,210
Dollars	\$558,662	\$283,692	\$319,200	\$10,553,547	\$10,767,512	\$2,629,207	\$350,410
1937 Units	27,990	196,538	199,222	618,710	167,862	56,921	6,807
Dollars	\$529,398	\$436,566	\$342,099	\$16,128,572	\$12,754,616	\$2,100,562	\$399,939
TOTAL Units	327,724	2,399,842	3,061,285	8,152,645	2,295,815	659,100	109,512
Dollars	\$10,440,167	\$8,186,539	\$11,628,863	\$281,042,744	\$298,024,902	\$53,293,361	\$11,129,106

Prepared by Market Analysis Department, Electrical Merchandising, from figures of the U.S. Bureau of Foreign & Domestic Commerce.

HOW THE APPLIANCE MARKET

STATE	Residential & Rural Electric Customers		Home Washers Shipments*		Ironer Shipments*		Dryer Shipments*		Refrigerator Shipments*	
	Jan. 1, 1953	% of U. S. Total	First 8 Months 1952	% of U. S. Total	First 8 Months 1952	% of U. S. Total	First 8 Months 1952	% of U. S. Total	First 9 Months 1952	% of U. S. Total
Maine.....	280,241	.66	7,524	.42	327	.32	521	.21	11,776	.49
New Hampshire.....	190,291	.45	5,766	.33	164	.16	473	.19	7,003	.29
Vermont.....	113,837	.27	3,000	.17	111	.11	210	.09	3,799	.16
Massachusetts.....	1,391,232	3.29	58,877	3.32	2,597	2.54	4,722	1.90	60,832	2.52
Rhode Island.....	236,995	.56	10,771	.61	517	.51	979	.39	18,178	.75
Connecticut.....	621,137	1.47	25,030	1.41	1,273	1.25	3,395	1.37	31,320	1.30
New England.....	2,833,733	6.70	110,968	6.26	4,989	4.89	10,300	4.15	132,908	5.51
New York.....	4,250,668	10.05	150,990	8.53	9,256	9.08	18,163	7.32	261,055	10.81
New Jersey.....	1,491,785	3.53	54,035	3.05	3,185	3.12	5,694	2.29	80,489	3.33
Pennsylvania.....	2,874,387	6.79	119,795	6.76	8,980	8.80	22,921	9.23	149,822	6.20
Middle Atlantic.....	8,616,840	20.37	324,820	18.34	21,421	21.00	46,778	18.84	491,366	20.34
Ohio.....	2,311,455	5.46	105,368	5.95	8,315	8.16	32,152	12.95	128,364	5.31
Indiana.....	1,193,193	2.82	43,669	2.47	2,754	2.70	10,698	4.31	64,164	2.66
Illinois.....	2,420,877	5.72	92,439	5.22	6,989	6.85	19,896	8.01	118,795	4.92
Michigan.....	1,889,238	4.47	74,390	4.20	10,563	10.36	16,873	6.79	96,417	3.99
Wisconsin.....	1,040,081	2.46	34,424	1.94	1,440	1.41	8,502	3.42	40,500	1.68
East North Central.....	8,854,844	20.93	350,290	19.78	30,061	29.48	88,121	35.48	448,240	18.56
Minnesota.....	917,596	2.17	25,857	1.46	2,526	2.48	6,870	2.77	33,974	1.41
Iowa.....	763,309	1.80	25,527	1.44	1,712	1.68	6,828	2.75	32,146	1.33
Missouri.....	1,117,900	2.64	49,522	2.80	3,037	2.98	7,151	2.88	77,687	3.22
North Dakota.....	159,350	.38	6,023	.34	679	.66	2,505	1.01	9,381	.39
South Dakota.....	171,264	.40	7,504	.42	525	.51	1,689	.68	8,612	.35
Nebraska.....	371,069	.88	14,203	.80	1,253	1.23	3,658	1.47	18,650	.77
Kansas.....	573,550	1.36	18,900	1.07	1,077	1.06	2,416	.97	27,119	1.12
West North Central.....	4,074,038	9.63	147,536	8.33	10,809	10.60	31,117	12.53	207,569	8.59
Delaware.....	99,745	.24	4,224	.24	405	.40	540	.22	5,543	.23
Maryland.....	627,167	1.48	24,854	1.40	1,770	1.74	2,008	.81	37,959	1.57
District of Columbia.....	166,113	.38	22,391	1.27	1,724	1.69	2,729	1.10	30,908	1.28
Virginia.....	794,506	1.88	32,797	1.85	1,084	1.06	1,343	.54	48,969	2.03
West Virginia.....	494,959	1.17	24,665	1.39	1,085	1.06	2,321	.93	34,561	1.43
North Carolina.....	1,101,637	2.60	44,666	2.52	708	.70	1,198	.48	68,576	2.84
South Carolina.....	508,117	1.20	19,529	1.10	195	.19	438	.18	36,199	1.50
Georgia.....	820,124	1.94	44,350	2.50	1,075	1.05	1,283	.52	64,533	2.67
Florida.....	813,143	1.92	42,086	2.38	1,084	1.06	1,604	.64	71,930	2.98
South Atlantic.....	5,425,511	12.82	259,562	14.65	9,130	8.95	13,464	5.42	399,178	16.53
Kentucky.....	705,175	1.67	26,658	1.51	694	.68	1,585	.64	43,169	1.79
Tennessee.....	825,552	1.95	42,030	2.37	993	.97	1,765	.71	64,305	2.66
Alabama.....	713,136	1.69	29,657	1.67	293	.29	851	.34	45,843	1.90
Mississippi.....	445,563	1.05	19,322	1.09	325	.32	473	.19	34,886	1.44
East South Central.....	2,689,426	6.36	117,667	6.64	2,305	2.26	4,674	1.88	188,263	7.79
Arkansas.....	445,716	1.05	17,575	.99	396	.39	536	.21	32,179	1.33
Louisiana.....	651,827	1.54	34,588	1.95	709	.69	1,465	.59	46,457	1.92
Oklahoma.....	617,177	1.46	18,589	1.05	1,369	1.34	923	.37	40,667	1.69
Texas.....	2,052,516	4.85	106,287	6.00	3,872	3.80	3,964	1.60	134,713	5.58
West South Central.....	3,767,236	8.90	177,039	9.99	6,346	6.22	6,888	2.77	254,016	10.52
Montana.....	169,214	.40	6,799	.38	648	.63	1,678	.68	7,305	.30
Idaho.....	177,385	.42	6,854	.39	425	.41	1,662	.67	5,589	.23
Wyoming.....	78,847	.19	2,747	.15	208	.20	615	.25	3,118	.13
Colorado.....	400,356	.95	15,479	.87	1,039	1.02	1,332	.54	20,686	.86
New Mexico.....	174,360	.41	6,817	.39	445	.43	212	.08	8,600	.35
Arizona.....	199,002	.47	10,732	.61	468	.46	320	.13	13,197	.55
Utah.....	192,269	.45	9,778	.55	1,008	1.01	1,695	.68	8,973	.37
Nevada.....	47,787	.11	3,827	.22	175	.17	385	.15	3,604	.15
Mountain.....	1,439,220	3.40	63,033	3.56	4,516	4.33	7,899	3.18	71,072	2.94
Washington.....	709,961	1.68	29,565	1.67	1,787	1.75	10,584	4.26	26,181	1.09
Oregon.....	459,041	1.09	22,155	1.25	1,190	1.17	8,736	3.52	21,025	.87
California.....	3,436,748	8.12	168,792	9.53	9,529	9.35	19,795	7.97	175,397	7.26
Pacific.....	4,605,750	10.89	220,512	12.45	12,506	12.27	39,115	15.75	222,603	9.22
TOTAL UNITED STATES.....	42,306,598	100.00	1,771,427	100.00	101,983	100.00	248,356	100.00	2,415,155	100.00

* The state sales figures represent the volume of only those manufacturers reporting on a state basis. They do not represent industry, nor even full association figures.

IS DIVIDED

Manufacturers' Appliance Shipments by States, in Units and Percentages, Compared with Number of Electric Customers

Freezer Shipments*		Range Shipments*		Water Heater Shipments*		Television Shipments		Radio Shipments		STATE
First 9 Months 1952	% of U. S. Total	First 9 Months 1952	% of U. S. Total	First 9 Months 1952	% of U. S. Total	First 9 Months 1952	% of U. S. Total	First 9 Months 1952	% of U. S. Total	
1,460	.38	3,922	.57	1,833	.63	5,752	.16	42,270	.92 Maine
811	.21	2,727	.40	1,085	.37	12,816	.36	12,282	.27 New Hampshire
587	.15	1,262	.18	580	.20	4,269	.12	10,735	.23 Vermont
3,864	1.00	22,675	3.31	7,675	2.64	142,309	4.02	137,366	2.99 Massachusetts
767	.20	5,319	.78	1,074	.37	21,490	.61	18,310	.40 Rhode Island
2,643	.68	10,935	1.60	4,289	1.48	75,979	2.15	51,139	1.11 Connecticut
10,132	2.62	46,840	6.84	16,536	5.69	262,615	7.42	272,102	5.92 New England
22,744	5.89	34,680	5.06	14,347	4.93	433,564	12.25	495,946	10.79 New York
10,331	2.67	10,816	1.58	5,983	2.06	139,734	3.95	157,807	3.43 New Jersey
19,376	5.01	45,795	6.68	24,831	8.54	291,235	8.23	354,747	7.71 Pennsylvania
52,451	13.57	91,291	13.32	45,161	15.53	864,533	24.43	1,008,500	21.93 Middle Atlantic
19,439	5.03	35,841	5.23	16,741	5.76	267,429	7.56	270,117	5.87 Ohio
10,247	2.65	19,544	2.85	11,108	3.82	134,186	3.79	101,391	2.21 Indiana
17,164	4.44	19,546	2.85	9,727	3.34	200,065	5.65	259,279	5.64 Illinois
12,064	3.12	28,030	4.09	11,946	4.11	147,356	4.17	163,386	3.55 Michigan
8,585	2.22	14,328	2.09	10,063	3.46	53,694	1.52	88,808	1.93 Wisconsin
67,499	17.46	117,289	17.11	59,585	20.49	802,730	22.69	882,981	19.20 East North Central
8,614	2.23	9,602	1.40	6,779	2.33	50,462	1.43	69,536	1.51 Minnesota
10,534	2.72	8,924	1.30	7,689	2.64	59,909	1.69	65,032	1.42 Iowa
12,350	3.19	14,677	2.14	8,291	2.85	93,253	2.65	123,373	2.68 Missouri
3,605	.93	4,764	.70	1,847	.64	199	.00	24,708	.54 North Dakota
3,540	.92	3,364	.49	2,762	.95	505	.01	24,062	.52 South Dakota
7,033	1.82	7,393	1.08	3,002	1.03	31,011	.88	40,127	.87 Nebraska
6,484	1.68	5,707	.83	1,052	.36	22,071	.62	68,663	1.49 Kansas
52,160	13.49	54,431	7.94	31,422	10.80	257,410	7.28	415,501	9.03 West North Central
777	.20	1,465	.21	847	.29	12,435	.35	13,120	.29 Delaware
5,452	1.41	7,149	1.04	4,591	1.58	61,198	1.73	66,794	1.45 Maryland
3,920	1.01	6,005	.88	2,205	.76	34,405	.97	48,637	1.06 District of Columbia
6,092	1.58	21,259	3.10	10,526	3.62	63,862	1.81	81,368	1.77 Virginia
3,411	.88	13,091	1.91	4,197	1.44	39,661	1.12	58,881	1.28 West Virginia
10,570	2.73	40,003	5.84	18,561	6.38	67,982	1.92	109,820	2.39 North Carolina
4,919	1.27	19,067	2.78	9,210	3.17	15,691	.44	49,444	1.07 South Carolina
8,680	2.25	29,798	4.35	11,968	4.12	68,129	1.93	116,777	2.54 Georgia
5,632	1.46	30,087	4.39	16,381	5.63	61,184	1.73	119,199	2.59 Florida
49,453	12.79	167,924	24.50	78,486	26.99	424,547	12.00	664,040	14.44 South Atlantic
4,911	1.27	15,254	2.22	4,860	1.67	47,344	1.34	68,902	1.50 Kentucky
7,401	1.92	37,903	5.53	10,005	3.44	48,281	1.37	82,054	1.78 Tennessee
5,775	1.49	20,953	3.06	5,595	1.93	42,945	1.21	83,691	1.82 Alabama
5,732	1.48	6,623	.97	1,316	.45	10,358	.29	44,217	.96 Mississippi
23,819	6.16	80,733	11.78	21,776	7.49	148,928	4.21	278,864	6.06 East South Central
4,841	1.25	4,242	.62	934	.32	9,447	.27	41,348	.90 Arkansas
8,267	2.14	3,220	.47	670	.23	38,458	1.09	86,612	1.88 Louisiana
6,374	1.65	3,631	.53	457	.16	62,481	1.77	71,475	1.56 Oklahoma
23,908	6.18	16,662	2.43	3,562	1.22	162,613	4.59	264,863	5.76 Texas
43,390	11.22	27,755	4.05	5,623	1.93	272,999	7.72	464,298	10.10 West South Central
2,745	.71	4,163	.61	984	.34	133	.00	17,900	.39 Montana
2,339	.60	6,273	.92	1,884	.65	190	.01	19,560	.42 Idaho
1,541	.40	1,251	.18	256	.09	725	.02	10,846	.23 Wyoming
4,651	1.20	5,194	.76	2,503	.86	41,002	1.16	43,176	.94 Colorado
1,825	.47	2,111	.31	557	.19	4,899	.14	19,777	.43 New Mexico
2,999	.78	1,615	.24	580	.20	14,993	.42	32,081	.70 Arizona
5,051	1.31	7,330	1.07	3,276	1.13	17,810	.50	21,106	.46 Utah
1,070	.28	2,717	.39	2,226	.76	32	.00	7,700	.17 Nevada
22,221	5.75	30,654	4.48	12,266	4.22	79,784	2.25	172,146	3.74 Mountain
5,545	1.43	24,987	3.65	6,691	2.30	53,696	1.52	72,800	1.58 Washington
5,835	1.51	19,519	2.85	5,955	2.05	2,095	.06	48,443	1.05 Oregon
54,127	14.00	23,877	3.48	7,290	2.51	368,643	10.42	319,408	6.95 California
65,507	16.94	68,383	9.98	19,936	6.86	424,434	12.00	440,651	9.58 Pacific
386,632	100.00	685,300	100.00	290,791	100.00	3,537,980	100.00	4,599,083	100.00 TOTAL UNITED STATES

Prepared by Market Analysis Department of Electrical Merchandising, on Basis of Figures Compiled by Edison Electric Institute, the National Electrical Manufacturers Association, and the American Home Laundry Manufacturers Association.

Retail Sales by Months

Our second annual study provides the dealer with a new yardstick for charting his seasonal sales trends and for comparing a booming 1950 with a boom-end 1951

IN the statistical issue of January, 1952, ELECTRICAL MERCHANDISING published its first study showing on a national scale the monthly trends taken in retail sales of electrical appliances. Covering the year 1950, this first study was based on the reports of a basic sampling of public utilities in various parts of the nation who were then compiling records not only of their own monthly appliance sales, but also those of retailers in the areas which they served. While in general it is the belief of the editors that the monthly sales curves published at that time correctly mirrored the national sales picture, it must be remembered that certain factors were present which made the year 1950 an unusual one. Most prominent of these was the intrusion of the Korean conflict upon the national scene, and with it an attendant upsurge in buying, especially during the spring and midsummer months. More definitive conclusions on monthly sales trends may be drawn from what might be considered a more natural buying period as illustrated on the following comparative tables charting monthly sales at retail during the years 1950 and 1951.

Reporting Utilities Grow

Representation among reporting utilities was present from the nine geographic subdivisions within the United States, and includes area sales of several companies not included in last year's study. The majority of these utilities served heavily populated areas of the country wherein an urban-suburban public buying pattern might be considered the norm, and hence most representative of the nation as a whole. Equally important was the fact that states in differing temperature zones were included, an important factor in charting sales fluctuations in purchases of such strictly seasonal appliances as the electric blanket or the space heater. Reporting utilities for 1951 admittedly included some which were not listing sales of both housewares and the major appliances within their area. These companies were in a minority however, and it may reasonably be assumed that the complement of appliances covered by the entire group was extensive enough to assure a correct picture of

monthly sales: Those utilities which did report included the following:

Power Board of Chattanooga
Dallas Power & Light
Electric Institute of Washington
Florida Power Corp.
Florida Power & Light Co.
Kansas Gas & Electric Co.
New Jersey Power & Light
Nebraska-Iowa Electric Council
Pacific Gas & Electric Co.
Pennsylvania Power & Light Co.
Southwestern Gas & Electric Co.
Texas Electric Service
United Illuminating Co. Bridgeport, Conn.
United Illuminating Co. New Haven, Conn.
Washington Water Power Co.
West Penn Power Co.
Union Electric Company of Mo.
Central Hudson Gas & Electric
Nashville Electric Service
Niagara-Mohawk Power Corp.
Electrical Assoc. of Philadelphia.

Gift Giving Sparks Housewares Sales

No matter what the pattern taken by major appliances, the traditional seasons for gifts continued to account for the greatest percentage of sales in the smaller housewares. Thus toasters, which had fairly even sales for the first nine months of 1951 (5 to 9 percent) showed indications of sales strength in October, by November had reached almost 10 percent, and climaxed the year in December with a high sales mark of slightly over 20 percent. Waffle irons, too, were considered by the buying public to be an important addition to Santa's Christmas pack. Retail sales of this important table piece slumped during the spring and summer months (5 to 6 percent), picked up in October with 8 percent of the year's sales total tabulated, and brought joy to the appliance retailer during December with a percentage approaching 25 percent. Both the toaster and the waffle iron enjoyed their fourth highest percentages in 1951 during January, when sales tallied up to 9 percent and slightly over 7 percent, respectively.

The versatile mixer, in which interest has increased so steadily over the years, began 1951 with sales of approxi-

mately 10 percent, a percentage which tapered off over the spring months and reached a low of 5.24 percent in July. By September, sales were on the increase once more and by December, and the Christmas season, purchases by consumers had reached the year's peak of 24.19 percent. Among the balance of the housewares family enjoying stepped-up-popularity during the October, November and December buying periods several appliances were outstanding. Electric clocks registered sales ranging from slightly over 7 percent in October to over 18 percent in December, while one of the more important adjuncts to the average American's, morning good humor, the coffee maker, rose from 8 to more than 20 percent during the same period.

Sales and the Weather

The summer doldrums brought with them an overwhelming demand for any appliance which might bring with it relief from the heat. Window ventilating fan sales, which sank almost to the vanishing point (less than 2 percent) during the mid-winter months, bounced back into popularity at the first hint of summer weather. Sales in June reached 19 percent, rocketed to almost 31 percent in July and were beginning their steady seasonal decline by August. Air conditioners followed a like pattern, although, because of their greater versatility, sales over the same period followed a more subdued and gradual period of increase and decline.

The electric blanket enjoyed the effects of a dual sales incentive for the consumer during most of the early winter months. Basically a cold weather item; this appliance likewise holds great appeal as an appropriate Christmas gift. Thus the low percentage of 1.43 racked up during June had given way by December, 1951, to a peak of over 36 percent, marking its popularity, and reserving for it the distinction of achieving the highest monthly percentage registered by any appliance small or large covered in the study. Two other cold weather appliances, the electric space heater, and heating pads (including sunlamps) also enjoyed notable activity from October through December with

earlier activity during 1951 in January and February. Heaters, as an example, sold over 13 percent of their yearly total during January, declined steadily thereafter until the advent of fall. During October sales were clocked at slightly more than 14 percent, followed by 18 percent and close to 20 percent during November and December, respectively.

The Majors Show Their Stuff

The washing machine was most sought after in 1951 during January (10.25 percent), tapering off during February and March, and beginning a sales climb once again during early fall, with the third highest monthly sales figure (9.41 percent) showing up during October. Following a distinctly different pattern, the dryer showed its most impressive sales in October when 13.78 percent of the year's total was sold, although the entire fall and early winter months were almost equally impressive, and ranged from 9.39 percent in September to 12.73 percent in December. Low point for the year showed up in June (4.84 percent).

Refrigerators showed greatest strength during 1951 in January. During that month refrigerators registered a sales percentage of slightly over 11 percent. Other highs during the year showed up in February, March and August, when the percentages just failed to hurdle the 10 percent mark. Freezers followed an almost identical course during the year with 10 percent of sales in January, and showing little deviation from the 8 percent mark until August when the percentage once again rose almost to 10 percent.

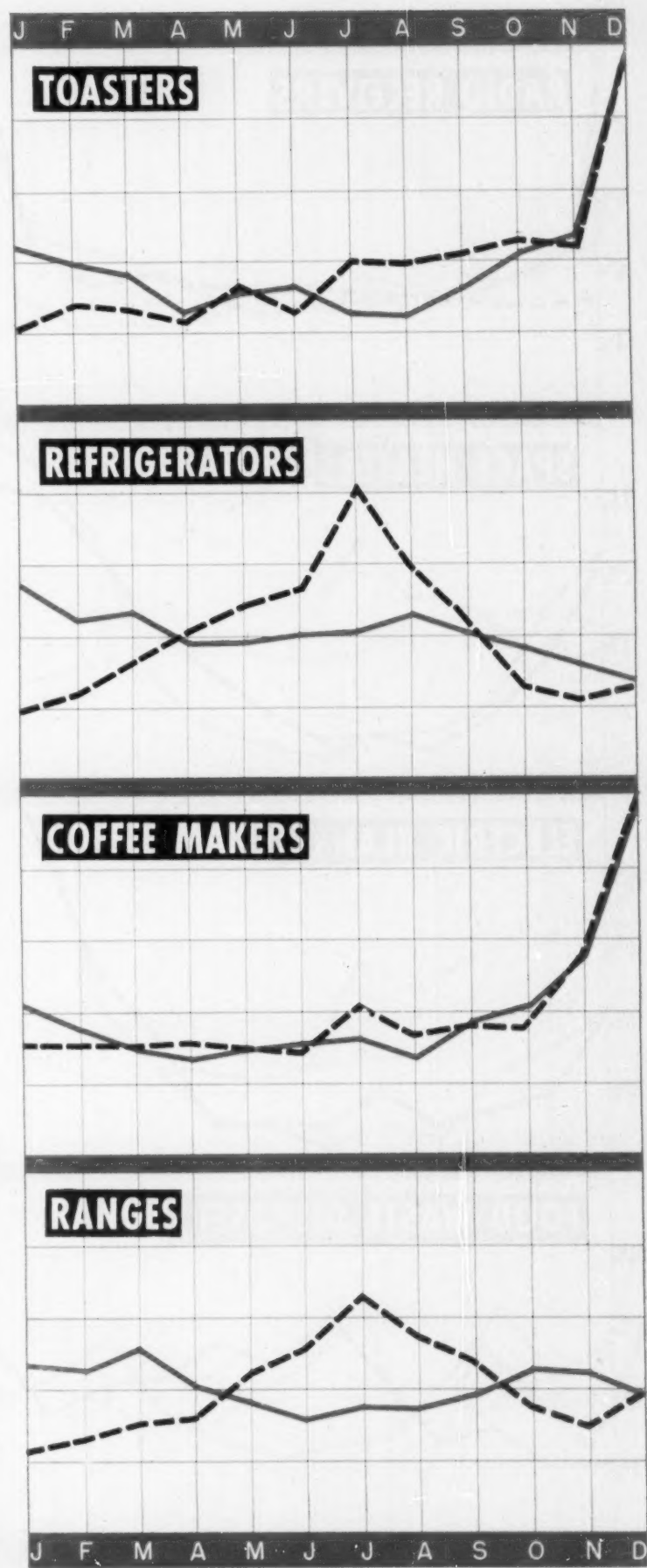
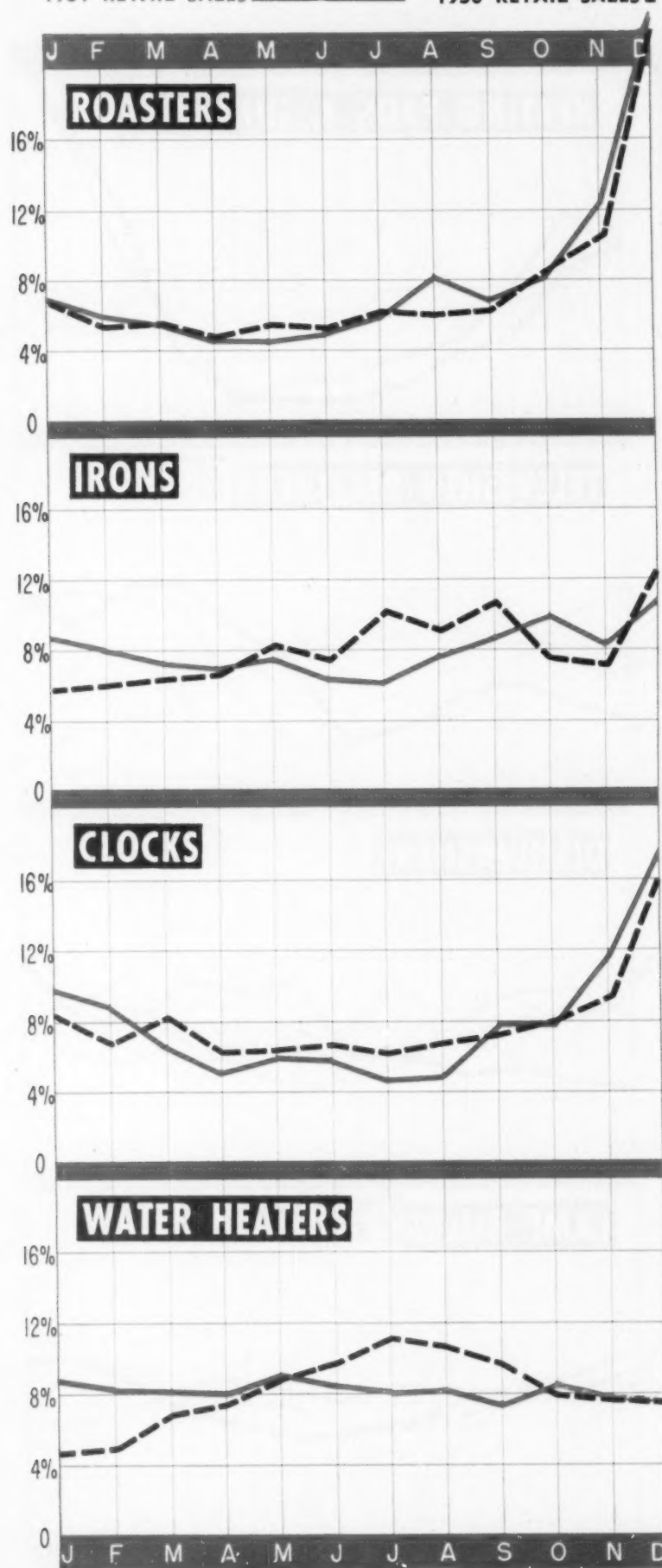
Entertainment in the Home

The majority of shoppers for both television and radio showed little enthusiasm for buying during any of the spring or summer months. Television sales, for example, sagged to under 4 percent during June and July, picked up to 6 percent during August, and held firm during the balance of the year with percentages holding at slightly better than 11 percent. Radio followed a fairly static course during the year, with a low 5.56 percent showing up in August, and December ushering in a high of 17.22 percent.

Retail Sales by Months

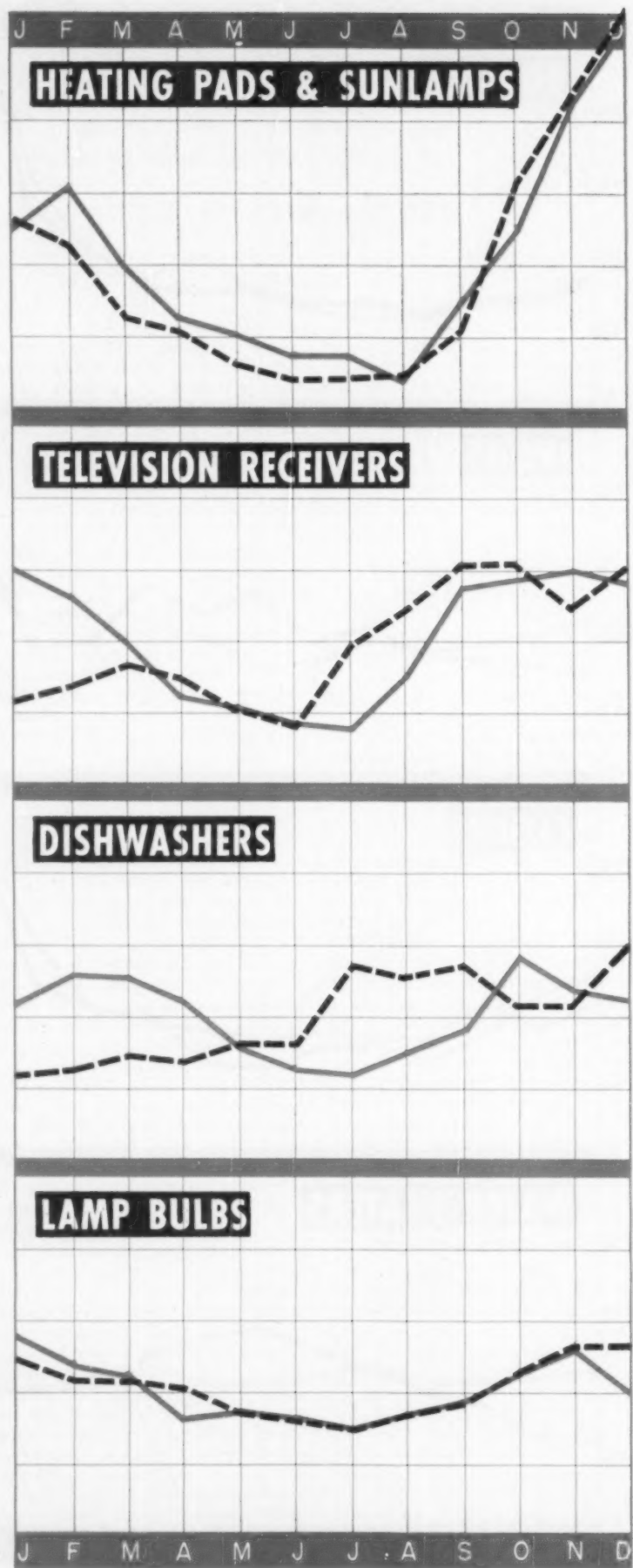
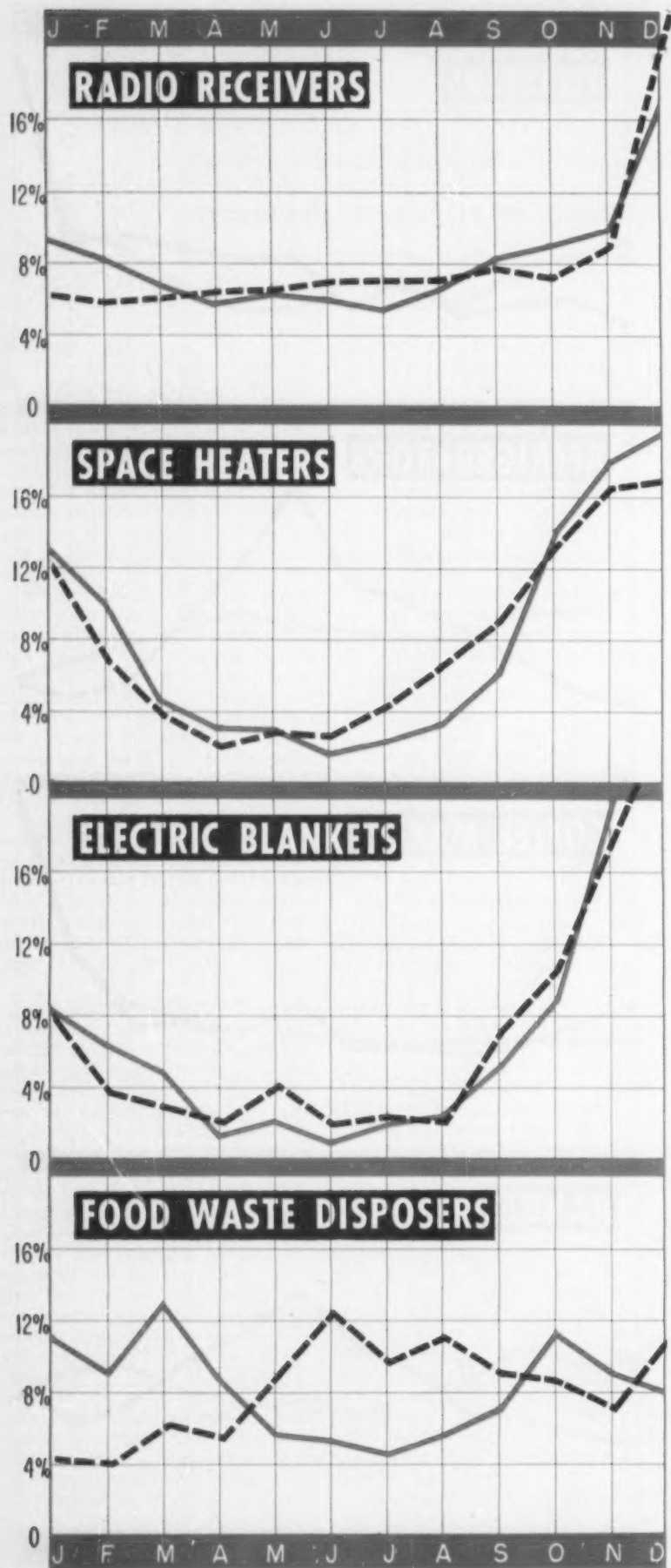
1951 RETAIL SALES

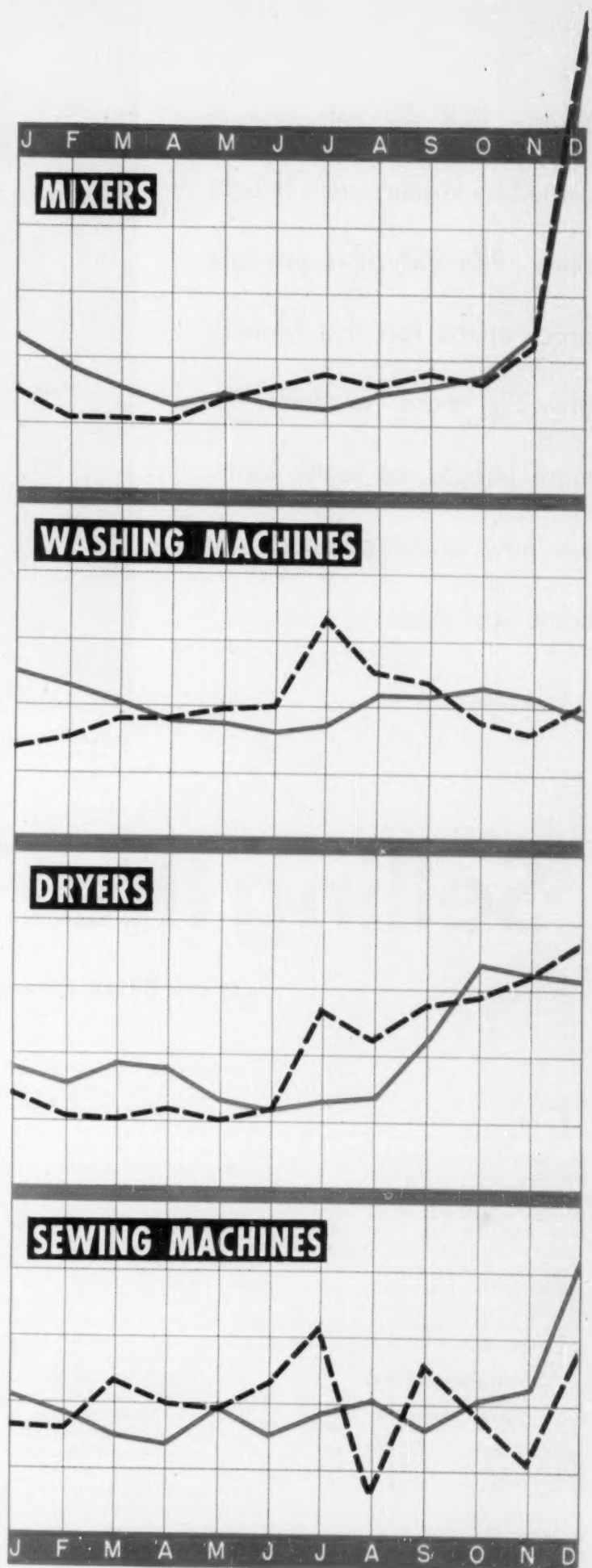
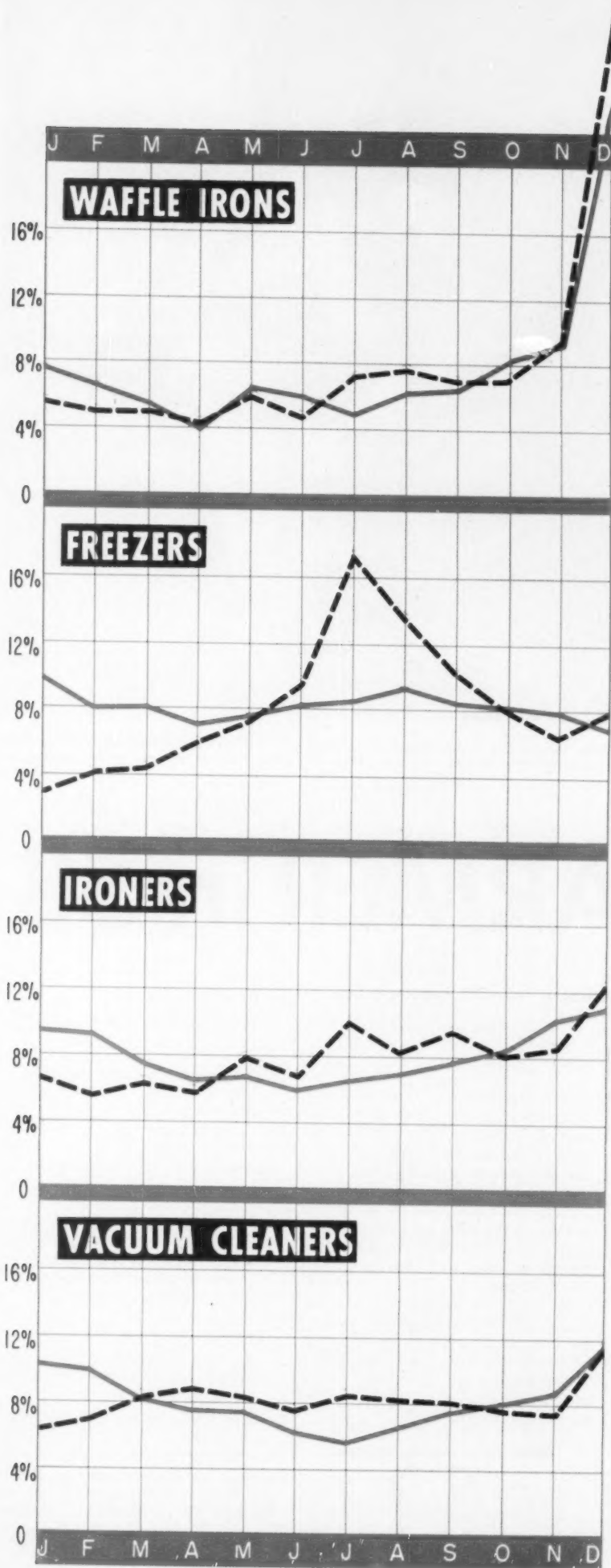
1950 RETAIL SALES



Retail Sales by Months

1951 RETAIL SALES _____ 1950 RETAIL SALES - - - - -





Nearly half the refrigerators owned by farmers were bought since 1948—which is just one proof of the fact that farmers, growing more products for more people, on fewer farms, are now prime prospects for home appliances



TOBACCO FARMER John Mulcahy buys an electric water heater from Hartford Electric Light Co. salesman James Havens. (An article on how Havens and the utility sell water heaters will run in an early issue.)

Selling the FARMER in '53

By J. T. MILLER, Director of Research, Meredith Publishing Co.

THE 1950 Census of Agriculture reports 5,382,162 farms in the U.S. This is a reduction of approximately 715,000 farms since 1940, and the nation is expected to lose another 400,000 farms by 1970. At the same time the size of the farm has been increasing and now averages around 215 acres. Tenant-operated farms have declined greatly since the mid-30's. The trend toward owner operation strengthens agriculture as a market as well as the whole structure of the farm itself.

CHANGING FARMS

	Number Farms	Average Size of Farms Acres	Full or Part Ownership Percent
1940 ...	6,096,799	174.0	60.7
1945 ...	5,859,169	194.8	67.6
1950 ...	5,382,162	215.3	72.7

America's business farmer has come to be an efficient producer. He's had to, because a very substantial number

of our just over five million farms do little more than feed the families who live on them. The job of feeding the great bulk of our population falls on the shoulders of a surprisingly small number of efficient producers.

Let's examine the differences among our nation's farms.

Considering the figures in Table II, one quickly recognizes that the more efficient farms are those which will feed America and the world and those which will buy most of the products of America's industries which find their way to farm homes and farm families.

In fact, a little over 2,000,000 "commercial" farms who make up the top four classes of this broad census designation accounted for 88 cents of every dollar from the sale of farm products in 1949.

Each one of these top-ranking farms sold products valued at more than \$2,500 during the year. These are the "cream of the crop" farms which de-

serve concentrated attention from manufacturers and sellers of products used on the farm. Where are they located? The accompanying map shows the distribution of these farms by regions throughout the entire U. S.

Let's make one point clear. We are not saying the other farms which make up our total of a little over 5,000,000 do not buy any electrical equipment. Many of them do, but the more efficient producers are the better buyers. These are the farmers who can be expected to absorb more of the products with which appliance dealers and manufacturers are concerned. They are the farm families you can't afford to miss in your selling.

Better Farm Families Demand Better Living

What have these more efficient farmers been doing with the high income they have been getting during the past decade?

Take a look at the better farms in your own areas. See how they farm—see their well equipped homes. Much of their incomes have gone toward raising their standard of living and they will continue to buy at just as high or even higher rates to maintain this increased standard. True, the farmer we're talking about still needs many things to run his home and farm and is acutely aware of these needs, is in the process now of fulfilling them.

Ownership of Household Equipment

Do farmers really want modern household conveniences? They do indeed!

Successful Farming completed a survey last March among its subscribers in which is reported ownership of appliances and the year purchased. They are presented here (Table III) because we believe they show the enthusiasm with which better farmers have bought (Continued on page 286)

TABLE I
**FEWER AND FEWER FARMERS ARE
PRODUCING MORE AND MORE**

Farm output in 1952 is expected to be 45% greater than in 1935-39, and 4% above 1951

Indexes 1935-39 equal 100

	1945	1950	1951	1952*
Farm Output Going Up	129	136	139	145
Total Man-Hours Going Down	95	83	86	83
Output per Man-Hour Almost Doubled	136	164	162	175
Acres of Cropland Static	100	99	101	101

*Indications for 1952 based chiefly on July, 1952, report of the Crop Reporting Board.
Source: "The Agricultural Situation," U.S.D.A., August, 1952.

**A REGIONAL BREAKDOWN
OF FARMS AND PRODUCTION**



Commercial farms in economic classes I, II, III, IV, i.e., those farms selling products valued at more than \$2500 yearly, by number and percent of the total of 2,099,515 farms in these classes

TABLE II
**HOW FARMS
DIVIDE THE BUSINESS**

COMMERCIAL FARMS*

Class	Value Farm Products Sold	Number of Farms
1	\$25,000 or more	105,512
2	10,000 — 24,999	386,124
3	5,000 — 9,999	725,557
4	2,500 — 4,999	882,322
		2,099,515....39%
5	1,200 — 2,499	895,889
		2,995,404....56%
6	250 — 1,199	707,728
Total commercial farms		3,703,132....69%

OTHER FARMS:

Part time ¹	642,114
Residential ²	1,032,365
Abnormal ³	4,551
Total other farms	1,679,030....31%

TOTAL U.S. FARMS5,382,162...100%

*\$1,200 or more products sold.

\$250-\$1199 farm products sold if operator worked less than 100 days off the farm, or if farm-family income from nonfarm sources was less than the value of farm products sold.

¹\$250-\$1199 farm products sold and operator worked 100 or more days off the farm, or farm family nonfarm income was more than the value of farm products sold.

²Farms with less than \$250 sales of farm products.

³Public and private institutions, experiment-station farms, community enterprises, etc.

TABLE III
**FARM OWNERSHIP
OF APPLIANCES**

These Families Own	Percent Own	Of Those Who Own, This Percent Bought Since 1948
Electricity (power line)	95%	22%
Running water in home	70	—
Refrigerator	94	47
Freezer	30	25
Water heater for home	57	32
Range, electric or LP gas	78	46
Washing machine, electric or gas	93	40
Television	16	50*
Hand iron, electric	91	34
Electric mixer	55	37
Electric toaster (auto.)	45	33
Electric waffle iron &/or grill	48	23
Vacuum cleaner	66	38
Sewing machine	87	19

*Bought 1951 or 3 months, 1952

TABLE IV
**APPLIANCE PURCHASES
SINCE 1948**

(Successful Farming subscribers)

Percent of Families Who Purchased
During the 3 Years Ending May, 1951

Washing machine	36%
Electric hand iron	30
Steam iron	5
Ironer	6
Kitchen range	51
Mechanical refrigerator	42
Home freezer	21
Food mixer	31
Automatic toaster	28
Waffle iron	15

**The Kind of Lighting They Want Includes
TYPES THE APPLIANCE DEALER CAN PROVIDE***

1. Floor lamp for reading
2. UNDERCABINET FIXTURE IN KITCHEN ★
3. WALL AND CEILING FIXTURES IN BATHROOM ★
4. Table lamp for reading
5. CEILING LAMP OVER KITCHEN SINK ★
6. CEILING FIXTURE OVER WORK BENCH ★
7. WALL FIXTURE FOR STOVE OR SINK ★
8. Table lamp for desk
9. Lighting for television viewing
10. KITCHEN LIGHT CONDITIONING RECIPE ★
11. Pin-up lamp for bed reading
12. Vanity lamps
13. Floor lamp for sewing
14. Fluorescent lamp for desk
15. WALL VALANCES ★
16. CEILING FIXTURE OVER LAUNDRY TRAYS ★
17. Table lamp for bed reading
18. Fluorescent wall lamp for bed reading
19. Dining room light conditioning recipe
20. CEILING FIXTURE FOR HAND IRONING ★
21. Living room light conditioning recipe
22. Wall lamp for reading
23. Torchères for piano
24. Bedroom light conditioning recipe
25. Dresser lamps
26. Wall lamp for reading
27. CEILING FIXTURE FOR MACHINE IRONING ★

*Order of preference compiled from G.E.'s study of consumers who requested light conditioning recipe booklets. Totals include recipes carried out and recipes consumers "would like" to carry out.



Opportunity in Lighting

The home owner is more interested in good lighting than ever before and much of this interest centers on better lighting for utility areas like the kitchen and laundry, places where the appliance dealer is right at home

By TED WEBER

THE year just ended was not a completely happy one for the lamp industry.

The nation's lamp makers—like manufacturers in many other lines—found their 1952 sales suffering as an aftermath of the record-breaking business they enjoyed in the months following the outbreak of hostilities in Korea.

Unlike many other trades, however, the lamp industry took its 1952 lamps in relative silence. The 75

year-old industry had long ago proved itself to be a hardy competitor, more resistant to economic ills than many other industries, and able to suffer through them when they came without the violent reactions characteristic of many other lines. As a result, one had to be fairly close to the trade to realize that domestic lamp shipments fell from 1951's record-breaking 2,012,132,000 units to an estimated 1,838,000,000 in 1952.

Even now, lamp men are not in-

clined to dwell too long on what happened last year. Their attention is trained instead on 1953—and on the strong possibility that factory shipments during the coming year will hit a record-breaking 2,050,500,000 units.

Sober Appraisal

Nor is the industry whistling in the dark when it hints at a new record hard on the heels of the 1952 setback. Marketing experts like General

Electric's Ralph Humbert, manager of marketing for the firm's lamp division, are emphatic in their belief that the industry will have to "sell" this year's stepped-up output. Steady expansion during the post-war years has given the industry a set of production muscles so impressive that from here on out (barring suddenly worsened international conditions) it's going to be the salesman's job to keep up with the factory rather than the factory's mission to attempt to

keep pace with unfilled orders. Year by year the types of bulbs in short supply have been whittled down until now there are no serious shortages in any of the lamps that consumers use. Two of the most persistent of such shortages—Christmas tree bulbs and photo lamps—have disappeared completely within the last three years. Now, the industry, faced with heavy imports of Christmas tree bulbs, is definitely in a buyers' market in that business. And supplies of photo bulbs are at least adequate to meet the steadily increasing demand.

The industry's growth in quantity has not been at the expense of quality. It is, in fact, something of a paradox that a good share of last year's falling off in sales can be attributed to the industry's continuing effort to better its products. The drop in shipments of fluorescent tubes, for example, from 86 million in 1951 to 75 million in 1952 becomes more understandable when one remembers that today's fluorescent has a life span of 7500 hours compared to 2500 hours for earlier types. The longer they burn, the fewer replacements are needed. In the long run, the improvement of the product will build bigger markets. But, for the time being, it's having an unfortunate effect on sales figures.

There can, however, be no explaining away the conclusion that the 1952 slump was to a good extent a product of the good business which the industry enjoyed in late 1950 and 1951. Over-buying after Korea resulted in reduced buying during 1952.

The industry's optimistic estimates of 1953 business are not tempered by threats of material shortages. One executive pointed out recently that even in the past two years materials shortages were "more anticipated than actual." Manufacturers in every business—and the lamp business is no exception—look forward to increased freedom from materials restrictions during the year ahead.

Dollar Volume Going Up

It is not only in unit-volume that 1953 is expected to reach record levels. Dollar volume will be high, too. In the lamp business, retail sales totals are nothing but estimates since many lamps are sold at quantity discounts from list. Nevertheless, comparison of dollar figures with preceding years gives some idea of the year by year fluctuations in industry volume. In 1951 estimated retail value of lamps shipped reached \$518,100,000. Last year it slid off to approximately \$484,000,000, but during 1953 it is expected to reach \$518,000,000 again—just short of 1951's all time record.

There will be tremendous upward pressures on prices during the months ahead. Materials, labor and transportation costs are all pointing upward. What happened to fluorescent prices last fall may give some clue to the price trends ahead for the industry. In September, fluorescent prices were raised by about five percent, restoring cuts made about a year before. The industry's price structure today

is at 1941 levels—and in the face of rising costs it seems fairly reasonable to assume that some price hikes may be forthcoming.

The Big Picture

No part of the lighting industry has greater growth opportunities ahead of it than does the residential lighting field. Industrial and commercial lighting is, generally speaking, far ahead of residential lighting. And—as in the air-conditioning field—these advances at the commercial and industrial levels have whetted the public's appetite for good lighting in the home. There is no visible saturation point limiting the industry's growth in residential lighting. Once lighting levels have been generally improved to correspond with the standards specified in G-E's light conditioning recipes, for example, a whole new set of "lighting pluses" can be added. The recipes, while a reasonable goal for present day efforts, are little more than a comfortable minimum when one considers the entire long range picture.

Role Unknown

That's the industry's outlook for tomorrow and the day after. The role

that the appliance trade can or will play in it is still largely undetermined. Lamp makers are unable now, as they were unable last year and the year before, to say with any conviction that appliance dealers are playing any substantial role in the industry's merchandising pattern. They all agree that the appliance store would be a most desirable outlet and all can argue convincingly that the lamp business could be a profitable one for the appliance trade. No one is prepared to say definitely that appliance dealers are not beginning to listen to these arguments; but, just as definitely, no one can produce very much tangible proof that their interest really is increasing.

What does seem definite, however, is the fact that there has seldom been a more propitious time for a dealer to make a start in the lighting business.

Certainly, G-E's light conditioning program was launched with broader objectives than to provide a springboard for a dealer's entry into the lighting field. But that's been an important by-product. And results now at hand indicate that the lighting recipes which an appliance dealer might most logically be expected to

handle are just those in which the public is most interested.

The Dealer's Role

Before going on, however, it might be well to define the dealer's place in the lighting business. Obviously, he isn't going to cut into the volume being done by food stores, drug stores and variety chains on the "A" line of bulbs. Equally obvious, also, is the fact that the dealer can't begin to tap the profit possibilities latent in the lighting field by handling only these high demand (but low unit price) items.

Outlets like grocery stores and supermarkets have one important limitation insofar as the lamp market is concerned—a limitation that the appliance dealer can easily capitalize on. These high-traffic outlets cannot and will not "sell" a bulb. They ignore the specialty lamp, the newer types of bulbs, and, in many cases, the multiple bulb cartons, even though these items carry a higher price tag. The specialty dealer who carries these lamps in addition to a good stock of the "A" line bulbs should be able to build a healthy volume in lamps alone.

(Continued on page 288)

WONDERING ABOUT THE LAMP BUSINESS?

ELSEWHERE on this page the appliance dealer's place in the lighting field—lamps, fixtures and accessories—is discussed. For dealers interested in more details about the lamp business alone (and who may have missed detailed articles on it in the January 1951 and 1952 issues of **ELECTRICAL MERCHANDISING**), here's a quick run down on the facts of life in the lamp business.

THE PRODUCT. Retailers need worry about only a handful of the over 10,000 types of bulbs the industry turns out. Ten lamps—the 15, 25, 40, 60, 75, 100 and 150 watt bulbs, the 50-100-150 medium and mogul base and the 1-2-3 mogul base three-light lamps—account for at least 75 percent of sales. Dealers also handle 60 and 100 watt diffused white bulbs and the mushroom-shaped types for pan-type ceiling fixtures. Dealers might also be expected to stock 15, 20, 25 and 40 watt fluorescents in both the standard and the deluxe cool and warm shades. Specialty bulbs

include sun and heat lamps, reflector and projector spots and floods and ozone-producing lamps.

THE MARKET. In 1946 the average home, according to G.E. surveys, had 18.0 lamp sockets. In 1951 that had risen to 18.6 and in a survey completed last fall the figure shot up to 19.5. There's also a market among small commercial establishments in the dealer's own neighborhood.

THE PROFIT. Minimum discounts are 30 percent and increase as volume increases. A two percent cash discount also applies.

THE PROSPECTS. G.E.'s latest survey shows the average home has 2.5 burned out lamps and/or empty sockets. Just filling those up would produce considerable volume. Appliance dealers should find it easy to pyramid this figure by actively merchandising specialty bulbs such as heat and sun lamps and ozone-producing lamps which counteract household odors.

DOMESTIC LAMP SHIPMENTS

	1951 Revised		1952 Estimated		1953 Estimated	
	Quantity (000)	Value (000)	Quantity (000)	Value (000)	Quantity (000)	Value (000)
FLUORESCENT.....	86,652	102,600	75,000	85,500	73,500	92,200
LARGE INCANDESCENT.....	950,408	228,000	900,000	217,500	910,000	221,800
PHOTO.....	295,848	51,000	350,000	65,800	425,000	74,000
MINIATURE (Incl. "L").....	415,624	107,500	340,000	96,000	414,000	107,200
CHRISTMAS TREE.....	263,600	29,000	173,000	19,200	228,000	22,800
Total.....	2,012,132	518,100	1,838,000	484,000	2,050,500	518,000

Because many lamps are sold at quantity discounts, retail sales values are estimates only. 1951 figures revised on Bureau of Census Report M32B.

Washers

3,145,000 units sold in '52 for dollar volume of \$685,574,400. Automatics outsell conventionals for first time. Replacement business now 73 percent of total

WASHING machine business in 1952 got under way after a late start in the first half and ended up with sales close to 1951. It was a year, too, when automatics for the first time in their post-war history outsold conventional type machines.

Results for the year showed a total of 3,145,000 units sold, at an average price of \$217.99 for a total dollar volume of \$685,574,400. This compares with 1951's 3,384,700 units (revised) at an average price of \$211.44, worth at retail \$716,663,000. Record year in the washer business was 1950 when 4,272,580 machines were sold.

Breakdown by types for 1952 shows 1,645,000 automatics sold at an average retail price of \$279.72 for a total dollar volume of \$460,139,400. Wringer and spinner types combined accounted for 1,500,000 units, at an average retail price of \$150.29 for a dollar volume of \$225,435,000. Automatics, therefore comprised 52.30 percent of the total business in units and 67.12 percent of the business in dollars.

The small, portable type of electric washer continued to decrease in importance. Only 64,000 units were sold

in 1952 which, at an average price of \$33.25, amounted to \$2,128,000. Back in 1947, just after the war, nearly half-a-million of these little machines were sold—mostly to G.I. families living doubled up with relatives or in makeshift housing. Gas-engine washers also continued to decline in importance as rural electrification brought most of the country's families within reach of power lines.

Present Saturation

The 1952 figure of 3,145,000 units of washers sold, brings present saturation of washers to 76.2 percent of the 42,306,598 total wired homes in the country. The figures have been corrected, of course, to allow for junk-

ing, dual ownership, dealer inventories, etc. But the big percentage of ownership is not surprising in view of the fact that close to 24,000,000 washers have been sold in the seven post-war years alone.

Replacement Markets

Once again, in 1952, our survey on replacements and trade-ins revealed significant data on market trends. Of the 246 dealer-supplying figures, 232, or 94.3 percent sold washers—higher than any other appliance. During the 8-month period on which they reported they sold a total of 9,990 washers, or an average of 43 per dealer—a total exceeded only by refrigerators (59) and television sets (64). On the matter of sales to homes not already owning and homes without washers the figures showed that 27 percent went to homes without washers and 73 percent were replacement sales. This proportion was almost identical with the refrigerator business. Not all of this 73 percent replacement business involved trade-ins. Here the total was 62.3 percent, but the figure represents a sharp rise from the 47 percent of the two previous years. Obviously, the washer business is headed into a market involving present owners who are ready or willing to trade an old machine for a new one and in much the same ratio as the refrigerator business.

Trade-In Disposition

What did dealers do with the machines they took in trade? The largest proportion (33.9 percent) were rebuilt and resold; the second largest (26.8

percent) were junked and the third largest (23.6 percent) were resold "as is". Dealers also reported that 15.7 percent were still on hand in their shops. In other words, over half the washers taken in trade returned to the market; one out of every four was not worth salvaging.

The Replacement Market

The growing importance of the replacement market in the washer business cannot be over-emphasized. No planning in the years ahead can afford to ignore it. In 1946, for instance, replacements accounted for only 28.3 percent of the total business—yet washers had been sold since about 1910—36 years. In 1947 the figure went to 33.8 percent; in 1948 to 46.3 percent; in 1949 to 58 percent; in 1950 to 59.4 percent; and in 1951 it went to 66.3 percent. The figure for 1952, as we have seen, is 73 percent. Similarly, in the first post-war year of 1946, dealers accepted only 2.1 percent of trade-ins to their total business. In 1949 this figure had jumped to 37.2 percent, in 1951 had jumped to 47 percent and last year stood at 62.3 percent. The rapid rise of the automatic washer, of course, has had a lot to do with this buying trend.

Seasonal Sales Factors

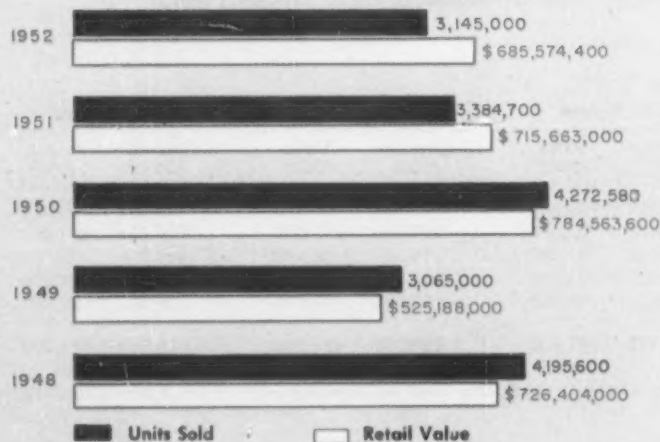
Our second annual survey of sales at the retail level shows that in 1951 the business was fairly evenly divided among the four quarters, whereas in 1950 scare buying brought one-third of the year's business into the third quarter. In 1951, 28 percent was sold (Continued on page 294)



TWO YEARS STATISTICAL SUMMARY WASHING MACHINES (Standard Size)

1952	1951	1952	1951
3,145,000	3,384,700	8,800	12,300
\$217.99	\$211.48	\$160.90	\$159.46
\$685,574,400	\$715,663,000	\$1,415,900	\$1,961,300
(Jan. 1953)	(Jan. 1952)	(Jan. 1953)	(Jan. 1952)
32,217,000	30,100,000	1,297,900	1,292,000
10,089,600	10,867,000	44,166,100	43,272,000
		*Based on Total Homes	

FIVE YEAR WASHER SALES IN UNITS AND DOLLARS
(Standard Size Conventional and Automatic)



WASHING MACHINE SALES by STATES, 1946-1951

(Manufacturers' Shipments)

STATE	1946	1947	1948	1949	1950	1951	TOTAL SIX YEARS	%
Maine.....	13,994	24,574	23,331	12,797	17,797	13,883	106,376	.52
New Hampshire.....	7,311	9,170	7,211	7,737	11,864	8,717	52,010	.25
Vermont.....	5,013	10,270	9,333	4,761	6,356	4,520	40,253	.20
Massachusetts.....	68,510	123,973	115,382	92,554	135,172	111,387	646,948	3.17
Rhode Island.....	10,652	20,540	19,513	16,070	25,000	19,372	111,147	.54
Connecticut.....	27,989	50,983	54,722	38,986	58,052	51,657	282,389	1.38
New England.....	133,469	239,510	229,492	172,905	254,241	209,536	1,239,153	6.06
New York.....	183,181	337,441	330,028	225,879	387,717	332,546	1,796,792	8.79
New Jersey.....	52,636	107,468	87,809	87,792	141,527	113,647	590,879	2.89
Pennsylvania.....	180,674	275,455	339,360	247,603	336,446	269,265	1,648,803	8.07
Middle Atlantic.....	416,491	720,364	757,197	561,274	865,690	715,458	4,036,474	19.75
Ohio.....	159,578	240,244	268,094	173,501	258,902	213,410	1,313,729	6.43
Indiana.....	70,181	102,700	113,262	83,030	111,442	85,235	565,850	2.77
Illinois.....	165,636	242,077	246,460	152,669	225,851	174,022	1,206,715	5.90
Michigan.....	104,436	169,821	180,285	126,182	185,172	149,484	915,380	4.48
Wisconsin.....	65,376	93,163	86,961	58,925	82,628	65,218	452,271	2.21
East North Central.....	565,207	848,005	895,062	594,307	863,995	687,369	4,453,945	21.79
Minnesota.....	55,560	86,194	88,658	50,592	67,374	56,823	405,201	1.98
Iowa.....	51,802	78,125	76,780	54,758	70,764	52,949	385,178	1.88
Missouri.....	78,327	129,841	159,075	93,447	126,697	94,921	682,308	3.34
North Dakota.....	11,070	15,038	18,241	11,904	13,560	11,623	81,436	.40
South Dakota.....	11,279	17,606	19,513	13,690	15,254	13,237	90,579	.44
Nebraska.....	26,109	41,080	44,541	27,379	39,407	29,380	207,896	1.02
Kansas.....	28,616	50,616	51,328	30,355	44,916	32,286	238,117	1.17
West North Central.....	262,763	418,500	458,136	282,125	377,972	291,219	2,090,715	10.23
Delaware.....	4,386	6,602	6,787	6,845	9,746	7,749	42,115	.21
Maryland.....	24,438	42,914	58,116	35,712	58,475	41,972	261,627	1.28
District of Columbia.....	16,919	35,578	36,481	31,843	51,272	38,743	210,836	1.03
Virginia.....	30,495	55,018	78,901	48,211	61,331	46,492	320,448	1.57
West Virginia.....	26,109	42,914	76,780	44,343	61,553	46,169	297,868	1.46
North Carolina.....	26,109	60,519	107,747	80,352	90,679	63,926	429,332	2.10
South Carolina.....	9,190	22,007	25,876	31,248	39,831	27,766	155,918	.76
Georgia.....	25,900	63,454	97,142	70,829	89,832	58,115	405,272	1.98
Florida.....	22,976	49,882	70,841	60,115	76,696	54,563	335,073	1.64
South Atlantic.....	186,522	378,888	558,671	409,498	539,415	385,495	2,458,489	12.03
Kentucky.....	29,242	46,948	82,295	49,402	57,628	38,097	303,612	1.48
Tennessee.....	40,521	86,928	134,471	81,840	97,459	60,698	501,917	2.46
Alabama.....	17,963	38,880	59,388	49,104	64,831	43,586	273,752	1.34
Mississippi.....	9,399	21,273	25,876	29,760	37,289	27,443	151,040	.74
East South Central.....	97,125	194,029	302,030	210,106	257,207	169,824	1,230,321	6.02
Arkansas.....	12,950	25,675	42,420	36,605	41,102	28,412	187,164	.92
Louisiana.....	22,976	57,952	81,447	63,389	82,205	52,626	360,595	1.76
Oklahoma.....	27,153	49,516	52,601	29,760	44,492	26,474	229,996	1.13
Texas.....	74,567	156,983	225,250	163,382	238,139	150,453	1,008,774	4.93
West South Central.....	137,646	290,126	401,718	293,136	405,938	257,965	1,786,529	8.74
Montana.....	9,399	16,872	16,544	11,011	14,831	12,269	80,926	.40
Idaho.....	5,848	11,737	13,150	12,499	17,373	10,977	71,584	.35
Wyoming.....	3,133	5,135	5,515	4,761	7,203	5,489	31,236	.15
Colorado.....	20,470	35,211	55,994	27,379	45,340	30,995	215,389	1.05
New Mexico.....	4,595	9,536	7,636	9,821	15,254	10,654	57,496	.28
Arizona.....	7,728	16,139	16,968	14,285	22,458	16,143	93,721	.46
Utah.....	12,115	20,540	25,452	15,773	24,577	17,435	115,892	.57
Nevada.....	2,924	4,402	4,242	5,952	8,051	6,134	31,705	.15
Mountain.....	66,212	119,572	145,501	101,481	155,087	110,096	697,949	3.41
Washington.....	38,224	70,789	64,903	54,758	78,815	60,375	367,864	1.80
Oregon.....	23,394	45,848	72,538	36,307	53,390	39,712	271,189	1.33
California.....	161,667	342,210	356,752	260,103	385,599	301,551	1,807,882	8.84
Pacific.....	223,285	458,847	494,193	351,168	517,804	401,638	2,446,935	11.97
UNITED STATES.....	2,088,720	3,667,841	4,242,000	2,976,000	4,237,349	3,228,600	20,440,510	100.00

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported to American Home Laundry Manufacturers' Assn.)

Clothes Dryers

**610,000 clothes dryers sold in '52 for \$157,-
100,000 volume at retail—a gain in units of 24.0 per-
cent over 1951**

A year ago we pointed out in this space that in 1951, when most major appliances were taking nose-dives saleswise, two newcomers blithely ignored the trend and registered gains—freezers and clothes dryers. Well, they did it again in 1952.

A total of 610,000 dryers were sold, at an average retail price of \$257 for a total dollar volume of \$157,100,000. The figures represent a 24.0 percent increase in units over the 492,000 sold in 1951 and a 30.18 percent increase in dollar volume over the \$120,679,500 registered in 1951. A measure of the rapid growth of the clothes dryer business is provided in a comparison of the figure for the first year, 58,000 units, and 1952's 610,000 units, a ten-fold gain in six years.

The figures above are for the total industry—they include both gas and electric models. A breakdown of the two shows 440,000 electric models and 170,000 gas dryers. Electrics sold at an average price of \$245 for a total dollar volume of \$107,800,000 and the gas dryers sold at an average price of \$290 for a total dollar volume of \$49,300,000. Electric dryers therefore, comprised 72.13 percent of the total business and showed a unit increase over the previous year of 24.29 percent; gas dryers comprised 27.87 percent of the business and showed an increase of 23.19 percent over 1951's total. Gas dryer business has benefited from the interest of the gas utility companies from the start. They have put far more vigorous pro-

motional effort behind dryers than their counterparts in the electrical industry.

Figures for the past year's sales bring total ownership of clothes dryers to 1,524,300. Figured on a basis of about 42,306,600 wired homes in the country saturation is therefore 3.6 percent.

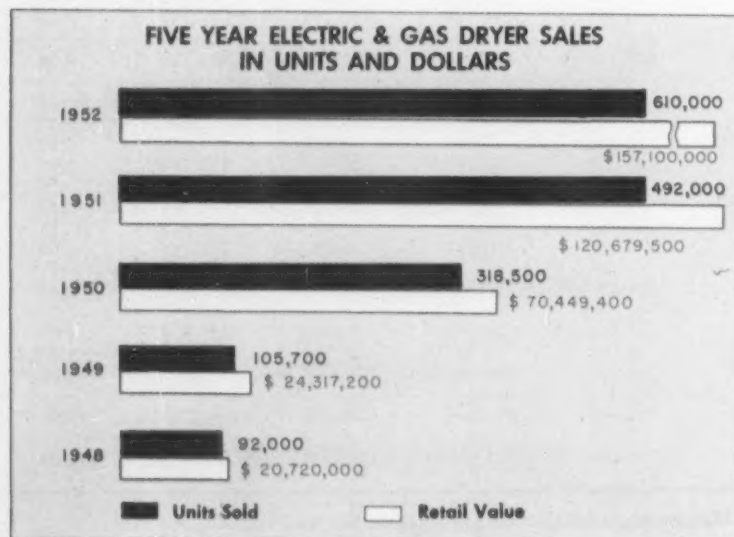
Seasonal Factors

For the second consecutive year, ELECTRICAL MERCHANDISING completed its new survey of sales of major appliances at the retail level in an effort to obtain more accurate data on the seasonal movement of goods. The complete survey is published elsewhere in this issue. For our purposes here, however, it is interesting to note that while 44.77 of sales by manufacturers fell in the first half of the year, that only 39.54 percent of sales were made at the retail level during the first half. And while 55.23 percent of manufacturers' sales were made in the second half, a total of 60.46 percent of retail sales were made in that period. The figures are for 1951. The year previously, an unusual one due to scarce buying, showed 29 percent of retail sales in the first half and 71 percent in the second. At any rate, it is obvious that the second half of the year sees the most business done. Figures for the last quarter, incidentally, show just under 40 percent of the total year's business is concentrated in those three months of October, November and December.



TWO YEARS STATISTICAL SUMMARY

CLOTHES DRYERS, Electric and Gas	
1952	1951
610,000	492,000
\$257.54	\$245.28
\$157,100,000	\$120,679,500
(Jan. 1953)	(Jan. 1952)
1,524,300	997,800*
40,782,300	39,969,200
*Revised	



Where have clothes dryers sold best in the country?

Figures are now available for the six post-war years averaged and for the first eight months of 1952. The first ten states in the order of their importance as dryer markets are as follows: Ohio, Pennsylvania, Illinois, Michigan, California, New York, Washington, Indiana, Oregon and Wisconsin. Regionally, the East North Central group of states with 34.40 percent of the business is easily tops. The Middle Atlantic states with 18.46 percent are second and the Pacific states with 15.58 percent are third. Only the West North Central group with 12.24 percent rates inclusion among the groups doing 10 percent or over of the total business. Figures for the first eight months of '52 show no noticeable variation from this six-year pattern.

Geographic Factors

Further light on this matter of

geographic factors in the sale of dryers may be found in our annual survey of utility companies published elsewhere in this issue under the title "Appliance Markets by Regions". A total of 148 utilities supplied figures on dryers that showed a national average of nine units sold per 1,000 domestic customers. Projected, that would work out to a total of 380,759 dryers nationally—not far off from the actual figure of electric unit sales. Here again the East North Central group of states, with 14 sales per 1,000 customers, led the parade. The Middle Atlantic group was second with 12 per 1,000 customers and the Pacific Coast and West North Central states were tied for third with 11 sales per 1,000.

And while we are on the subject of utilities, we might repeat some remarks we made in this space a year ago because they are still pertinent today:

(Continued on page 296)

CLOTHES DRYERS SALES by STATES, 1947-1951

(Manufacturers' Shipments)

1947	1948	1949	1950	1951	TOTAL FIVE YEARS	%	STATE
229	385	338	1,232	1,250	3,434	.33	Maine
141	206	154	740	914	2,155	.21	New Hampshire
122	161	113	277	288	961	.09	Vermont
1,885	1,611	1,281	5,823	8,947	19,547	1.88	Massachusetts
295	268	492	1,479	2,405	4,939	.48	Rhode Island
1,266	1,110	1,117	3,266	5,580	12,339	1.19	Connecticut
3,938	3,741	3,495	12,817	19,384	43,375	4.18	New England
5,109	7,259	5,033	20,181	34,391	71,973	6.93	New York
2,040	1,172	2,214	7,548	11,929	24,903	2.40	New Jersey
4,516	7,769	8,538	28,068	45,984	94,875	9.13	Pennsylvania
11,665	16,200	15,785	55,797	92,304	191,751	18.46	Middle Atlantic
3,661	6,211	10,772	32,874	62,193	115,711	11.14	Ohio
1,925	3,947	4,889	13,094	20,731	44,586	4.29	Indiana
4,727	5,406	7,411	25,110	40,452	83,106	8.00	Illinois
3,708	9,138	7,729	20,181	38,336	79,092	7.61	Michigan
2,742	2,775	3,526	9,582	16,258	34,883	3.36	Wisconsin
16,763	27,477	34,327	100,841	177,970	357,378	34.40	East North Central
1,853	3,007	3,977	9,952	14,093	32,882	3.16	Minnesota
961	1,745	2,788	7,302	10,967	23,763	2.29	Iowa
1,586	2,399	3,598	9,890	14,911	32,384	3.12	Missouri
227	448	1,056	2,311	3,608	7,650	.74	North Dakota
189	456	881	2,341	2,838	6,705	.65	South Dakota
510	1,164	1,794	4,683	5,868	14,019	1.35	Nebraska
691	1,011	1,240	3,297	3,463	9,702	.93	Kansas
6,017	10,230	15,334	39,776	55,748	127,105	12.24	West North Central
105	206	205	832	1,299	2,647	.25	Delaware
630	582	523	2,126	3,463	7,324	.71	Maryland
572	698	1,712	4,344	6,253	13,579	1.31	District of Columbia
612	814	451	1,448	1,876	5,201	.50	Virginia
421	779	1,148	3,358	4,088	9,794	.94	West Virginia
680	868	892	1,664	2,020	6,124	.59	North Carolina
394	438	338	739	866	2,775	.27	South Carolina
1,069	680	840	2,403	2,694	7,686	.74	Georgia
639	967	656	1,787	2,116	6,165	.59	Florida
5,122	6,032	6,765	18,701	24,675	61,295	5.90	South Atlantic
539	850	584	2,064	2,934	6,971	.67	Kentucky
976	904	1,220	3,451	3,463	10,014	.96	Tennessee
542	949	605	1,510	1,732	5,338	.51	Alabama
428	644	338	801	962	3,173	.31	Mississippi
2,485	3,347	2,747	7,826	9,091	25,496	2.45	East South Central
356	528	451	924	1,010	3,269	.31	Arkansas
702	1,495	984	2,989	3,511	9,681	.93	Louisiana
411	1,020	472	1,294	1,780	4,977	.48	Oklahoma
2,141	3,177	2,398	5,977	7,071	20,764	2.00	Texas
3,610	6,320	4,305	11,184	13,372	38,691	3.72	West South Central
207	474	656	2,187	2,597	6,121	.59	Montana
235	788	1,005	2,557	2,838	7,423	.71	Idaho
94	188	297	709	914	2,202	.21	Wyoming
455	797	707	1,664	2,261	5,884	.57	Colorado
128	170	92	216	289	895	.09	New Mexico
130	224	133	246	433	1,166	.11	Arizona
284	447	882	2,280	2,982	6,875	.66	Utah
80	116	164	401	577	1,338	.13	Nevada
1,613	3,204	3,936	10,260	12,891	31,904	3.07	Mountain
1,698	3,866	5,207	17,377	23,521	51,669	4.97	Washington
926	3,213	4,244	11,954	16,594	36,931	3.56	Oregon
3,949	5,970	6,355	21,567	35,450	73,291	7.05	California
6,573	13,049	15,806	50,898	75,565	161,891	15.58	Pacific
57,786	89,500	102,500	308,100	481,000	1,038,886	100.00	UNITED STATES

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported to American Home Laundry Manufacturers' Assn.)

Ironers

207,500 units sold for a dollar volume of \$43,367,500, off 26.9 percent in units and 12.5 percent in dollars from 1951

THE ironing machine picture continues to be one which leaves much to be desired. After World War II, it began to look as though the ironer was about to go places. Sales pre-war had never gone much over the quarter-million mark and when, in 1947, they hit close to 600,000 units, there was some justification for the feeling that the ironer was about to come into its own. Yet 1950, record year for all major devices, saw the figure drop to a little over 400,000 and last year's business was only about half that—207,500 units which, at an average retail price of \$209, meant a total dollar volume of \$43,367,500.

It is true that the ironer suffered along with all major appliances when the "buyers' strike" of a year-and-a-half duration existed. It has suffered, too, from war-born metal shortages which saw manufacturers switching much needed steel to more popular items such as washers and refrigerators. But the fact remains that 1952's sales of 207,500 units is off 26.9 percent from the 283,840 units sold in 1951 and is only about a third of the 610,000 units of clothes dryers sold last year. And the ironer is no post-war sales baby; the ironer has been around a long time. It's the old story; the ironer is still not a push-button device. It needs intelligent, persuasive demonstration to create sales and the calibre of the selling has left a good deal to be desired.

At any rate, 1952 business was

divided as follows: standard size machines accounted for 186,000 units, worth at retail \$41,970,000, at an average price of \$225.65. Portable models sold 21,500 units, which at an average price of \$65, meant a total dollar volume of \$1,397,500. Standard-sized units, therefore, captured 89.64 percent of the market and portables 10.36 percent. In the previous year of 1951, standard models accounted for 237,130 units, at an average price of \$197.53 for a total dollar volume of \$46,840,200. Portables sold 46,710 units in 1951 at an average retail price of \$58.50 for a dollar volume of \$2,732,500. Percentage-wise, 1951 standard business was 83.54 percent and portable 16.46 percent.

The Replacement Market

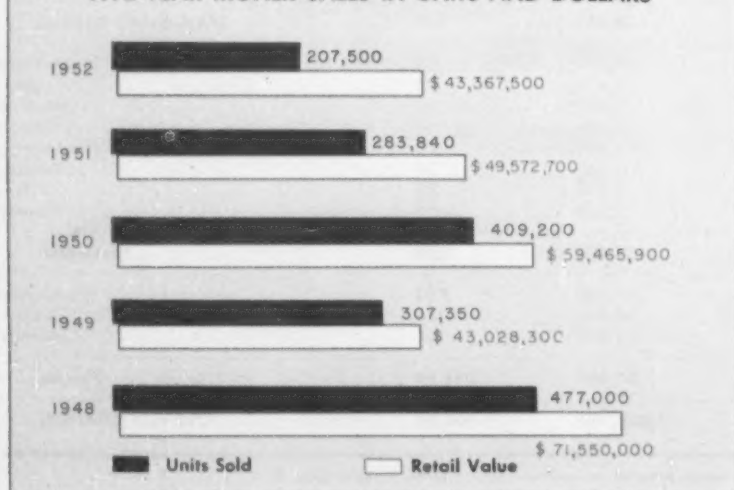
As might be expected from the relatively low ironer sales picture, compared to washing machines, the replacement market is of less importance than the sales to non-owners of ironers. Our customary annual survey on the subject showed that, of 246 dealers supplying figures, that 141, or 57.3 percent "handled" ironers. Compare that with the 94.3 percent selling washers, or the 92.3 percent selling refrigerators. Dealers themselves, obviously, have not been sold on the merits of the ironer. To continue, of the 141 dealers selling ironers in 1952, their 8-month sales total was 825 units, or 6 machines per dealer. At the same time these same dealers were selling 59 refrigerators,



TWO YEARS STATISTICAL SUMMARY

Ironing Machines			
1952		1951	
207,500	Units Sold	283,840	
\$209.00	Average Retail Price	\$174.65	
\$43,367,500	Retail Value	\$49,572,700	
(Jan. 1953)		(Jan. 1952)	
3,910,000	Homes Owning	3,725,000	
38,396,600	Homes Without	37,242,000	

FIVE YEAR IRONER SALES IN UNITS AND DOLLARS



64 TV sets, 43 washers and 18 ranges.

A total of 134 dealers were able to supply figures on new sales vs. replacements. They said that 86.8 percent went to homes not previously owning an ironer and 13.2 percent were replacements. Washers were sold to only 27 percent of homes not previously owning and had a 73 percent replacement factor; refrigerators likewise.

The conclusion can be only that we are still selling ironers to people that never bought them before. This is further borne out by the figures on trade-ins accepted to total sales—only two percent. Washers and refrigerators involve trade-ins at around the 60 percent mark. All of which makes it fairly academic to find out what dealers did with the ironers taken in trade: 50 percent were junked; 25 percent were resold and 25 percent were still on the premises.

When are most ironers bought?

Ironers know no particular season. Our second annual study of sales at the retail level shows December to be the biggest month with 11.22 percent of the year's business; November is second with 10.53 percent and January is third with 9.93 percent. Lowest month is June with 6.91 percent. The year before, July and August loomed a little bigger because of scare-buying.

Geographical Factors

More ironers are bought in California than any other state (10.78 percent of the total sold in the past six years). Ohio is the next best market with 8.53 percent of the total and New York is a close third with 8.29 percent. Regionally, the East North Central states rank highest with 27.53 percent of the business. The Middle Atlantic group with 18.87 percent rank second; the Pacific states with 14.92 are third and the West North Central (Continued on page 296)

IRONER SALES by STATES, 1947-1951

(Manufacturers' Shipments)

STATE	1946	1947	1948	1949	1950	1951	TOTAL SIX YEARS	%
Maine	735	3,379	2,270	1,031	1,397	846	9,658	.44
New Hampshire.....	308	1,600	662	583	1,038	573	4,764	.21
Vermont.....	205	771	710	491	559	382	3,118	.14
Massachusetts.....	3,728	14,345	12,203	10,192	14,212	8,873	63,553	2.87
Rhode Island.....	821	3,142	2,129	1,289	2,595	1,884	11,860	.53
Connecticut.....	906	34,915	6,527	3,806	6,746	5,351	58,251	2.63
New England	6,703	58,152	24,501	17,392	26,547	17,909	151,204	6.82
New York.....	13,868	43,688	38,739	24,130	36,846	26,372	183,643	8.29
New Jersey.....	3,882	15,353	7,331	6,784	11,976	9,910	55,236	2.49
Pennsylvania.....	14,860	46,415	38,455	23,118	32,814	23,560	179,222	8.09
Middle Atlantic	32,610	105,456	84,525	54,032	81,636	59,842	418,101	18.87
Ohio.....	20,007	59,634	35,759	23,915	28,822	20,912	189,049	8.53
Indiana.....	9,029	19,206	13,149	8,350	10,659	7,426	67,819	3.06
Illinois.....	24,436	38,531	29,421	20,998	25,229	17,144	155,759	7.03
Michigan.....	12,090	37,345	32,826	19,709	24,990	22,031	148,991	6.72
Wisconsin.....	7,114	12,923	10,406	5,955	7,305	4,859	48,562	2.19
East North Central	72,676	167,639	121,561	78,927	97,005	72,372	610,180	27.53
Minnesota.....	3,711	12,271	11,872	8,012	7,665	5,897	49,428	2.23
Iowa.....	3,027	13,634	8,183	6,692	7,984	5,569	45,089	2.03
Missouri.....	4,685	16,124	13,906	9,302	13,932	8,927	66,876	3.02
North Dakota.....	616	2,134	2,696	1,781	1,517	1,501	10,245	.46
South Dakota.....	598	1,719	2,791	1,719	1,836	1,338	10,001	.45
Nebraska.....	1,505	6,343	5,061	3,684	4,591	3,085	24,269	1.10
Kansas.....	1,659	5,453	5,298	3,561	4,870	3,467	24,308	1.10
West North Central	15,801	57,678	49,807	34,751	42,395	29,784	230,216	10.39
Delaware.....	154	830	757	460	798	792	3,791	.17
Maryland.....	1,402	5,394	4,446	3,499	4,511	3,986	23,238	1.05
District of Columbia.....	1,333	4,624	4,068	4,205	5,190	4,559	23,979	1.08
Virginia.....	1,146	5,809	4,493	2,517	2,994	1,829	18,788	.85
West Virginia.....	2,052	7,232	6,291	3,438	4,950	2,976	26,939	1.21
North Carolina.....	1,402	5,987	5,723	3,100	3,553	1,938	21,703	.98
South Carolina.....	547	2,430	2,176	1,166	1,158	737	8,214	.37
Georgia.....	838	6,876	6,480	3,714	4,231	2,211	24,350	1.10
Florida.....	1,060	7,529	5,440	3,315	5,150	3,167	25,661	1.16
South Atlantic	9,934	46,711	39,874	25,414	32,535	22,195	176,663	7.97
Kentucky.....	1,402	5,335	4,541	2,241	2,555	1,829	17,903	.81
Tennessee.....	2,377	9,129	7,048	3,315	4,511	2,566	28,946	1.31
Alabama.....	855	3,794	3,453	1,536	2,196	1,092	12,926	.58
Mississippi.....	291	2,608	1,892	1,596	1,357	847	8,591	.39
East South Central	4,925	20,866	16,934	8,688	10,619	6,334	68,366	3.09
Arkansas.....	906	3,320	2,176	1,657	2,116	1,119	11,294	.51
Louisiana.....	1,265	5,394	5,818	3,192	3,992	2,320	21,981	.99
Oklahoma.....	1,642	5,632	5,818	3,562	5,030	3,167	24,851	1.12
Texas.....	3,779	18,376	21,710	14,336	19,361	9,364	86,926	3.93
West South Central	7,592	32,722	35,522	22,747	30,499	15,970	145,052	6.55
Montana.....	393	1,897	3,264	2,149	2,236	1,611	11,550	.52
Idaho.....	205	1,126	1,987	2,087	2,036	983	8,424	.38
Wyoming.....	120	533	757	736	878	628	3,652	.16
Colorado.....	1,214	4,446	6,385	3,162	5,110	3,085	23,402	1.06
New Mexico.....	342	1,245	1,088	1,442	1,796	1,092	7,005	.32
Arizona.....	462	1,778	2,270	1,229	2,156	1,310	9,205	.41
Utah.....	923	2,905	4,872	2,670	3,832	2,239	17,441	.79
Nevada.....	103	1,719	1,088	583	958	409	4,860	.22
Mountain	3,762	15,649	21,711	14,058	19,002	11,357	85,539	3.86
Washington.....	2,394	14,049	14,142	7,890	9,940	5,160	53,575	2.42
Oregon.....	1,419	8,773	12,109	4,819	6,866	4,231	38,217	1.72
California.....	13,184	65,088	52,314	38,282	42,156	27,846	238,870	10.78
Pacific	16,997	87,910	78,565	50,991	58,962	37,237	330,662	14.92
UNITED STATES	171,000	592,783	473,000	307,000	399,206	273,000	2,215,983	100.0

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from state shipment figures reported to American Home Laundry Manufacturers' Assn.)

Refrigerators

Steel strike, big inventories and slow market push sales down 12 percent to 3.5 million units. Replacement and trade-in sales jump sharply. Producers see no sales decline in 1953

DESPITE the fact that the refrigerator industry went into 1952 with the heaviest inventories in history at manufacturer-distributor-dealer levels and faced a continuation of the previous year's "buyers' strike", the industry ended the year with the retail volume still over the billion dollar mark. Complicating the picture even further were allocation of raw materials and effects of a prolonged steel strike.

Results for the year showed 3,570,000 units shipped, at an average price of \$285 for a total volume at retail prices of \$1,017,450,000. This compares with 1951's volume of 4,075,000 units, sold at an average price of \$275 for a volume of \$1,120,625,000. Compared to 1951, therefore, refrigerators were off 12.39 percent in units and 9.21 percent in dollars.

At this point it might be interesting to point out that 1952's business was little more than half the volume racked up in 1950, refrigeration's record year, when 6,200,000 units were shipped, worth \$1,602,266,000 at retail. The year was most nearly comparable with pre-war's 1941 sales of 3,500,000 units, except for the fact that the dollar volume is roughly double that year. It should also be noted that the 1952 business was done despite the fact that over 25 million refrigerators have been sold since World War II.

The 1952 business brings total own-

ership of refrigerators to 37,750,000 of the domestic electric customers in the U.S., or 89.2 percent of the national total.

The Replacement Market

Obviously, with post-war sales alone reaching some two-thirds of the potential customers and with present saturation reaching close to the 90 percent mark, the importance of the replacement market cannot be over-estimated. As usual, we questioned 5,000 independent dealers on their sales and percentages of trade-ins to arrive at a fairly accurate picture of the present status of the replacement market. Replies with complete information were received from 246 dealers, representing a good national sample of experience.

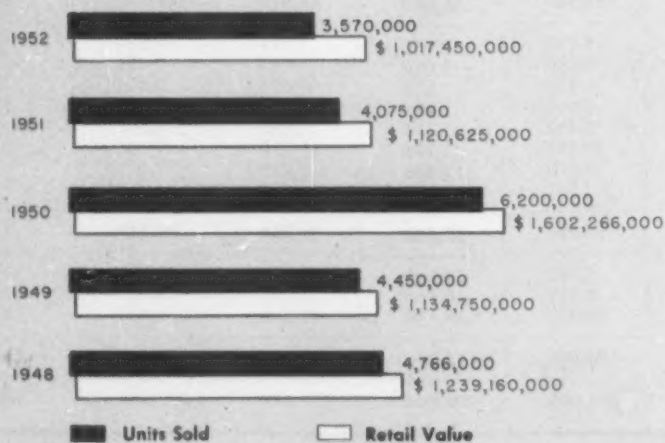
Of the 246 dealers responding, 227, or 92.3 percent sold refrigerators (second highest of all major appliances). They reported sales of 13,306 refrigerators, or 59 per dealer for the 8-month period covered by the survey. Only TV sets, with 64 sales per dealer, exceeded this figure. A total of 225 dealers supplied us with data on new vs. replacement sales of refrigerators. They showed that 26.6 percent of total sales went to homes not already owning and that 73.4 percent were replacements. This replacement ratio compares to 66 percent in 1951, 52 percent in 1950, 41 percent in '49, 36 percent in '48 and about 24 percent for the two previous years. The present 73.4 percent is



TWO YEARS STATISTICAL SUMMARY

Refrigerators		
1952		1951
3,570,000	Units Sold	4,075,000
\$285	Average Retail Price	\$275
\$1,017,450,000	Retail Value	\$1,120,625,000
(Jan. 1953)		(Jan. 1952)
37,750,000	Homes Owning	35,500,000
4,556,600	Homes Without	5,467,000

FIVE YEAR REFRIGERATOR SALES IN UNITS AND DOLLARS



about equal to the 73 percent for washers.

On the matter of trade-ins accepted, as compared to total volume, the 225 reporting dealers said they sold 11,814 boxes in the 8-month period and accepted 7,001 units in trade, or 59.3 percent. Only washers, with 62.3 percent trades, exceeded this percentage. The refrigerator trade-in percentage rose sharply from the year before when only 37.4 percent were turned in. For those unfamiliar with the figures, it should be pointed out that the discrepancy between 73.4 percent of the total business representing replacements and 59.3 percent involving trade-ins is accounted for by the fact that many people sold their original refrigerator privately, some retained the old box as a "stand-by" in the home, and many were too old to warrant even trade-in offers by the dealer.

Of the 59.3 percent of trades dealers did accept, the largest portion (36.7 percent) were rebuilt and resold;

26.5 percent were resold "as is"; 20.3 percent were junked and 16.5 percent were still on hand in dealer shops at the time they reported. In other words, two-thirds of the trades found new owners and one-third were either junked, or of dubious market value.

Seasonal Sales Trends

For the second consecutive year, we have made a study of the movement of appliances at the retail level by months, compared to manufacturers shipments for the same period. For 1951, the latest study, which is shown in chart form elsewhere in this issue, dealers sold 29.95 percent of their refrigerators in the first quarter; 23.87 percent in the second; 26.22 percent in the third and 19.96 percent in the fourth quarter. Manufacturer's shipments, on the other hand, showed 39.60 percent made in the first quarter; 29.05 made in the second; 15.87 percent made in the third and 15.48

(Continued on page 298)

REFRIGERATOR SALES by STATES, 1946-1951

(Manufacturers' Shipments)

STATE	1946	1947	1948	1949	1950	1951	TOTAL SIX YEARS	%
Maine.....	9,786	17,182	26,970	26,131	33,712	16,789	130,570	.54
New Hampshire.....	6,590	11,559	17,530	15,850	19,866	10,447	81,842	.35
Vermont.....	3,994	5,623	9,889	10,281	10,836	5,969	46,592	.20
Massachusetts.....	66,500	96,844	128,557	104,523	162,540	96,260	655,224	2.77
Rhode Island.....	17,174	26,241	39,556	33,413	48,762	28,356	193,502	.82
Connecticut.....	35,946	53,733	64,279	46,693	71,036	54,846	326,533	1.38
New England.....	139,990	211,182	286,781	236,891	346,752	212,667	1,434,263	6.06
New York.....	278,581	328,957	467,031	376,113	606,816	475,702	2,533,200	10.71
New Jersey.....	17,574	122,461	155,527	125,514	200,466	142,524	764,066	3.23
Pennsylvania.....	162,356	239,611	311,953	253,170	391,902	263,409	1,622,401	6.86
Middle Atlantic.....	458,511	691,029	934,511	754,797	1,199,184	881,635	4,919,667	20.80
Ohio.....	143,185	203,685	254,417	178,632	291,970	201,474	1,273,363	5.38
Indiana.....	57,913	92,158	129,456	111,806	146,286	88,798	626,417	2.65
Illinois.....	135,596	208,371	267,902	209,475	297,990	209,309	1,328,643	5.62
Michigan.....	99,850	153,388	182,497	146,933	226,954	151,852	961,474	4.06
Wisconsin.....	43,535	68,728	100,688	86,532	114,982	72,008	486,473	2.06
East North Central.....	480,079	726,330	934,960	733,378	1,078,182	723,441	4,676,370	19.77
Minnesota.....	42,736	63,417	98,441	79,678	108,962	57,830	451,064	1.91
Iowa.....	35,746	58,106	89,450	85,675	105,350	54,473	428,800	1.81
Missouri.....	67,099	97,781	140,244	139,650	199,864	122,377	767,015	3.24
North Dakota.....	5,991	10,934	19,778	22,704	27,014	17,536	103,957	.44
South Dakota.....	6,590	10,934	22,026	23,132	27,166	15,297	105,145	.45
Nebraska.....	18,372	30,928	47,647	47,550	63,210	35,444	243,151	1.03
Kansas.....	18,373	29,366	48,546	53,118	66,822	37,310	253,535	1.07
West North Central.....	194,907	301,466	466,132	451,507	598,388	340,267	2,352,667	9.95
Delaware.....	3,994	7,185	8,990	9,424	15,050	10,820	55,463	.24
Maryland.....	30,954	45,610	66,976	58,259	88,494	55,219	345,512	1.46
District of Columbia.....	26,360	37,800	53,940	44,551	81,270	52,234	296,155	1.25
Virginia.....	27,359	47,172	71,920	75,822	98,126	61,935	382,334	1.62
West Virginia.....	25,162	38,738	58,435	65,970	79,464	47,010	314,779	1.33
North Carolina.....	32,951	52,796	88,551	118,660	163,142	88,798	544,898	2.31
South Carolina.....	15,776	24,680	40,006	54,404	75,250	41,041	251,157	1.06
Georgia.....	30,354	55,607	86,753	100,668	133,644	76,112	483,138	2.04
Florida.....	29,556	54,358	92,597	110,092	150,500	95,514	532,617	2.25
South Atlantic.....	222,466	363,946	568,168	637,850	884,940	528,683	3,206,053	13.56
Kentucky.....	25,162	40,612	62,031	86,103	97,524	54,846	366,278	1.55
Tennessee.....	35,147	57,794	97,991	135,367	157,724	76,485	560,508	2.37
Alabama.....	20,769	35,926	62,930	85,247	110,166	55,593	370,631	1.57
Mississippi.....	12,781	22,493	38,657	62,114	73,444	36,190	245,679	1.04
East South Central.....	93,859	156,825	261,609	368,831	438,858	223,114	1,543,096	6.53
Arkansas.....	14,978	24,680	44,500	79,678	84,280	39,549	287,665	1.22
Louisiana.....	22,366	37,800	66,976	102,810	117,992	63,427	411,371	1.74
Oklahoma.....	19,171	35,614	62,031	77,964	99,932	49,249	343,961	1.45
Texas.....	82,476	145,266	241,381	301,148	376,852	182,446	1,329,569	5.62
West South Central.....	138,991	243,360	414,888	561,600	679,056	334,671	2,372,566	10.03
Montana.....	7,389	10,622	17,081	16,278	19,264	11,939	82,573	.35
Idaho.....	7,389	11,246	17,980	14,136	18,662	9,327	78,740	.33
Wyoming.....	2,796	4,374	6,742	7,282	8,428	5,970	35,592	.15
Colorado.....	19,371	27,491	43,602	46,265	63,812	33,206	233,747	.99
New Mexico.....	4,593	6,560	12,586	16,707	20,468	11,939	72,853	.31
Arizona.....	7,189	14,683	24,722	23,561	30,100	18,655	118,910	.50
Utah.....	10,384	17,182	23,824	17,563	27,692	15,297	111,942	.47
Nevada.....	3,595	5,936	8,091	4,712	9,030	5,970	37,334	.16
Mountain.....	62,706	98,094	154,628	146,504	197,456	112,303	771,691	3.26
Washington.....	39,341	55,607	75,965	51,405	77,658	45,145	345,121	1.46
Oregon.....	26,560	40,299	55,738	42,838	66,220	35,444	267,099	1.13
California.....	139,590	235,862	341,620	298,149	453,306	293,630	1,762,157	7.45
Pacific.....	205,491	331,768	473,323	392,392	597,184	374,219	2,374,377	10.14
UNITED STATES.....	1,997,000	3,124,000	4,495,000	4,283,750	6,020,000	3,731,000	23,650,750	100.00

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Shipment Figures Reported by NEMA Refrigerator Membership)

Freezers

1,140,000 units sold for a retail volume of \$421,800,000—a gain of 8.57 percent in units and 11.6 percent in dollars. Bigger models most popular. Uprights gain as food-freezer plans spark sales

WHILE sales of most major appliances declined in 1952, home freezers continued to show a healthy disregard for the general trend. Spurred, perhaps by the rapid spread of the food plans, sales of freezers totalled 1,140,000 units which, at an average retail price of \$370, meant a dollar volume at retail of \$421,800,000. The 1952 business compares with unit sales of 1,050,000 in 1951, at an average price of \$360 for a \$378,000,000 total. Sales in 1952, therefore, were 8.57 percent over 1951.

With over 5,000,000 home freezers sold in the seven post-war years, saturation now stands at 11.5 percent of the 42,306,600 wired homes in the country.

Not only were the public buying more freezers in 1952—they were buying bigger ones. During 1948, the 7-8.9 cu. ft. boxes accounted for the largest share of the total business, 26.6 percent. Last year this size accounted for only 11.3 percent (based on 9-month NEMA figures). The 7-8.9 freezer was superseded by the 11-12.9 cu. ft. size which hit 32.3 percent of the total business in 1950 and held 30 percent of it in 1951. Now there is a new champ. The 13-16.9 size freezer which climbed from less than 10 percent of the business in 1948, accounted for a whopping 33.5 percent in 1952. In the meantime the

11-12.9 size slipped from 30 to 23.7 percent of the total. Incidentally, freezers up to 11 cu. ft. account for about 20 percent of the total and those over 17 cu. ft. take another 20 percent slice. The moral is plain: in freezers as in refrigerators, the public want more and still more storage capacity.

Few Replacements

Unlike the older refrigerator and washer industries, freezers are sold chiefly to homes not already owning them. This fairly obvious conclusion is revealed in our annual trade-in and replacement survey. Of the 246 dealers supplying figures, 205 reported they were selling freezers, or 83.3 percent. They sold 2,110 units in the 8-month reporting period for an average of 10 per dealer, better than they did with ironers or water heaters, but below their efforts on other majors. A total of 93 percent of their sales went to homes not already owning and only 7 percent were replacement sales. Compare this with the figure for refrigerators and washers where 73 percent of the business was replacement. Sales involving trade-ins amounted to only 3.2 percent of the 7 percent replacement business. Of the trade-ins accepted by dealers, 47.8 percent were resold "as is"; 22.4 percent were rebuilt and resold; 19.4 percent were still on hand in the



TWO YEARS STATISTICAL SUMMARY

Home Freezers		
1952		1951
1,140,000	Units Sold	1,050,000
\$370	Average Retail Price	\$360
\$421,800,000	Retail Value	\$378,000,000
(Jan. 1953)		(Jan. 1952)
4,885,000	Homes Owning	3,800,000
37,421,000	Homes Without	37,167,000

dealer's store and 10.4 percent were ready for the junkpile.

Seasonal Sales Factors

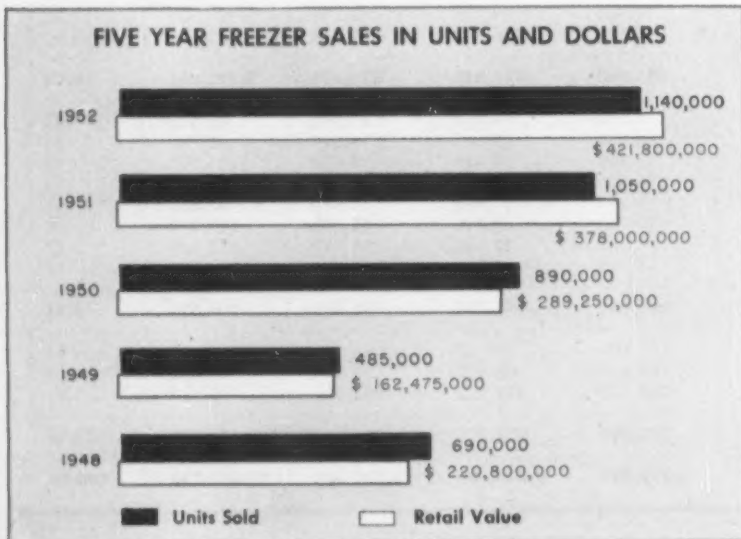
When are freezers sold? Our second annual survey of retail sales by months, covering the year 1951, shows sales fairly evenly divided among the four quarters of the year. This is in striking contrast to 1950 when the bulk of the business was concentrated in the third quarter. In 1950 (an unusual year due to scare buying) the business was divided as follows: First quarter, 12.52 percent; second quarter, 22.63 percent; third quarter 41.81 percent and fourth quarter 23.04 percent. In 1951, the first quarter was 26.25 percent; the second 23.67 percent; the third 26.69 percent and the fourth quarter 23.39 percent. In a fairly normal year, therefore, freezers would appear to sell well throughout the year and not be subject to seasonal fluctuations such as the dealer has come to expect of such appliances as

the air conditioner or the space heater.

Best Markets

What are the best markets for freezers? Well, the first ten states in the order of their importance are as follows: Texas, California, Ohio, Illinois, Pennsylvania, New York, Indiana, Michigan, Missouri and Iowa. Most important of the nine regions is the East North Central which accounted for 22.42 percent of all sales in the past four years. Next is the West North Central with 14.78 percent; next the Middle Atlantic with 13.37 percent and next the West South Central with 12.59. The Pacific Coast did 10.17 percent of the business and the other regions accounted for only about 5 percent each. Figures for the first nine months of 1952 do not materially alter the picture except in the case of the Pacific Coast which jumped from a four year average of 10 percent to (Continued on page 304)

FIVE YEAR FREEZER SALES IN UNITS AND DOLLARS



FREEZER SALES by STATES, 1948-1951

(Manufacturers' Shipments)

STATE	1948	1949	1950	1951	TOTAL FOUR YEARS	%
Maine.....	3,967	2,914	4,862	5,059	16,802	.54
New Hampshire.....	2,189	1,528	2,829	2,891	9,437	.31
Vermont.....	1,368	1,003	2,033	2,065	6,469	.21
Massachusetts.....	9,439	5,350	13,348	15,178	43,315	1.41
Rhode Island.....	2,394	1,194	2,564	3,200	9,352	.30
Connecticut.....	8,345	4,586	9,459	11,048	33,438	1.09
New England.....	27,702	16,575	35,095	39,441	118,813	3.86
New York.....	39,125	23,979	48,531	59,782	171,417	5.57
New Jersey.....	12,585	8,455	16,531	18,792	56,363	1.83
Pennsylvania.....	42,887	29,186	51,714	59,988	183,775	5.97
Middle Atlantic.....	94,597	61,620	116,776	138,562	411,555	13.37
Ohio.....	42,750	26,129	54,631	69,075	192,585	6.26
Indiana.....	27,634	20,253	31,205	33,556	112,648	3.66
Illinois.....	41,245	31,335	50,830	62,879	186,289	6.05
Michigan.....	25,513	15,716	32,443	36,654	110,326	3.58
Wisconsin.....	21,272	13,327	22,631	30,975	88,205	2.87
East North Central.....	158,414	106,760	191,740	233,139	690,053	22.42
Minnesota.....	19,015	14,617	23,249	28,704	85,585	2.78
Iowa.....	17,852	17,435	25,724	32,937	93,948	3.05
Missouri.....	20,657	14,235	29,968	36,241	101,101	3.28
North Dakota.....	7,319	6,114	9,194	14,145	36,772	1.20
South Dakota.....	4,583	5,971	9,105	13,732	33,391	1.09
Nebraska.....	9,371	7,834	17,591	24,367	59,163	1.92
Kansas.....	7,798	7,022	12,730	17,449	44,999	1.46
West North Central.....	86,595	73,228	127,561	167,575	454,959	14.78
Delaware.....	1,163	1,099	2,033	3,304	7,599	.25
Maryland.....	7,934	6,067	9,989	11,667	35,657	1.16
District of Columbia.....	5,951	4,013	9,194	12,390	31,548	1.02
Virginia.....	8,824	7,308	13,348	15,591	45,071	1.46
West Virginia.....	9,166	5,684	9,370	9,706	33,926	1.10
North Carolina.....	12,722	11,225	20,332	24,883	69,162	2.25
South Carolina.....	8,755	5,541	9,813	10,015	34,124	1.11
Georgia.....	9,781	9,410	17,238	20,237	56,666	1.84
Florida.....	11,149	8,646	15,647	15,384	50,826	1.65
South Atlantic.....	75,445	58,993	106,964	123,177	364,579	11.84
Kentucky.....	8,071	6,353	10,254	12,493	37,171	1.21
Tennessee.....	12,654	10,318	17,061	19,617	59,650	1.94
Alabama.....	8,277	5,828	12,907	13,629	40,641	1.32
Mississippi.....	6,908	5,923	11,757	11,564	36,152	1.17
East South Central.....	35,910	28,422	51,979	57,303	173,614	5.64
Arkansas.....	8,619	7,595	11,669	12,700	40,583	1.32
Louisiana.....	16,895	12,754	25,548	23,128	78,325	2.54
Oklahoma.....	10,602	7,117	11,138	15,075	43,932	1.43
Texas.....	52,394	34,966	65,062	72,275	224,697	7.30
West South Central.....	88,510	62,432	113,417	123,178	387,537	12.59
Montana.....	5,130	4,490	7,426	10,428	27,474	.89
Idaho.....	4,788	4,108	6,895	5,989	21,780	.71
Wyoming.....	1,710	1,767	2,652	3,717	9,846	.32
Colorado.....	8,618	6,974	12,376	13,836	41,804	1.36
New Mexico.....	2,463	2,006	4,332	4,543	13,344	.43
Arizona.....	4,378	2,436	5,746	4,543	17,103	.56
Utah.....	5,130	3,965	6,276	10,015	25,386	.82
Nevada.....	1,778	1,051	1,768	2,684	7,281	.24
Mountain.....	33,995	26,797	47,471	55,755	164,018	5.33
Washington.....	12,586	7,308	16,089	14,248	50,231	1.63
Oregon.....	11,833	8,121	15,470	15,178	50,602	1.64
California.....	58,413	27,419	61,438	64,944	212,214	6.90
Pacific.....	82,832	42,848	92,997	94,370	313,047	10.17
UNITED STATES.....	684,000	477,675	884,000	1,032,500	3,078,175	100.00

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Shipment Figures Reported by Portion of NEMA Freezer Membership)

Electric Ranges

Sales reflect industry decline, but 1953 outlook is brightened by possibility of aggressive utility action and consumer willingness to spend

ELECTRIC range sales declined for the second year in a row in 1952 to 1,060,000 units, off 24.3 percent from the 1951 total of 1,400,000 and off 42.1 percent from the all-time record of 1,830,000 set in 1950, thus signalling the real end of two booms, post-war and Korean, and indicating that for the first time since 1946 ranges were back in a "normal" market.

However, the unit decline does not tell the whole story. Because of an increase in the average price to \$255 from the \$250 figure of 1951, total retail value was \$270,300,000, only 22.8 percent off from the previous year's \$250,000,000.

Like every other manufactured product, range costs have been rising steadily since the end of the war. In 1946 the average price was \$186 and in only one year—1949, generally regarded as the worst year the industry has had since 1946—did the upward spiral show a temporary halt in a price of \$230, five dollars less than the 1948 average and two dollars less than the 1950 average.

As in 1951, electric range saturation found it difficult to make any progress percentagewise when some 1,500,000 more wired homes were added to the nation's total and range sales actually fell off.

By comparison with 1951, range sales by months (as reported by NEMA) during 1952 make a depressing show until July. They started

out the year by being 39 percent behind the previous January and had their worst month in February when they were off nearly 48 percent. Monthly sales hovered around the 40 percent-off mark until June, when they were only 18 percent behind the previous year. In July the tide turned and range sales exceeded the comparable month by 34.46 percent and repeated the gain in August (up 19 percent over 1951). In September, however, sales were off once again, down 33 percent from the prior year, and off an average of 29 percent for the nine months. Up until September, range sales were docilely playing follow-the-leader with most other appliances, but the September downturn was not typical of other major items.

This poor record of manufacturers' sales, however, does not tell the whole sales story, according to one leading manufacturer. Says he, "The retail movement of electric ranges did not decline as severely as did the manufacturer's sales. Retail movement declined approximately 10 per cent, whereas manufacturer's sales dropped, particularly because of high January 1 inventory, at approximately all levels."

Why Sales Dropped

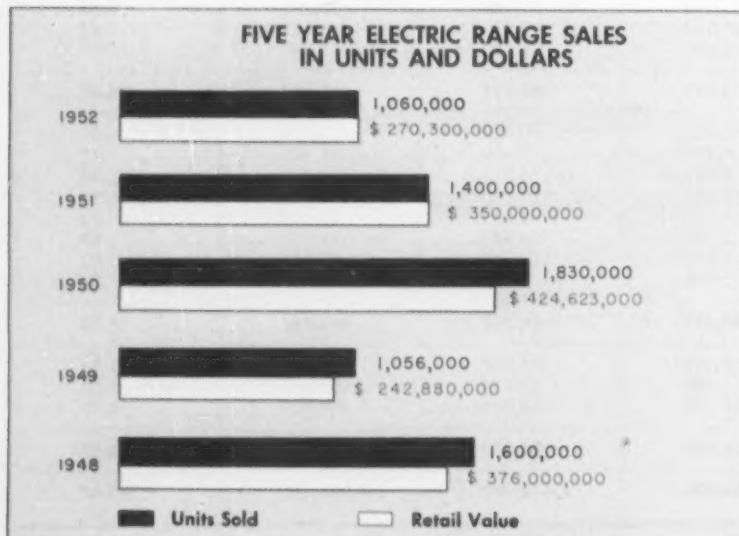
Another manufacturer, without attempting to draw any distinction between makers' and retail sales, explains the decline like this: "There is no doubt that the sharp drop was due to the economic conditions of the coun-



TWO YEARS STATISTICAL SUMMARY

1952	Ranges	1951
1,060,000	Units Sold	1,400,000
\$255	Average Retail Price	\$250
\$270,300,000	Retail Value	\$350,000,000
(Jan. 1953)		(Jan. 1952)
10,200,000	Homes Owning	9,350,000
32,106,600	Homes Without	31,617,000

FIVE YEAR ELECTRIC RANGE SALES IN UNITS AND DOLLARS



try during the first six months of 1952 and, of course, the first six months' range sales were compared with the very favorable six months of 1951."

According to this magazine's second annual survey of monthly sales, both manufacturer and retail, the first half of 1951 certainly was favorable to manufacturers, for in this period they sold 59.79 percent of the year's volume. Retail sales, on the other hand, pursued a more level course, despite the depressive effects of the end of the Korean boom. In the first six months of 1951 retailers made 51.40 percent of their total range sales, indicating that they were buying more heavily than they were selling during this period. Best month in 1951 for both retailers and manufacturers was March with 10.48 percent of the year's volume for retailers and 12.78 percent for manufacturers. For retailers the second and third best sales months in 1951 were January and October, with 9.51 and 9.28 percent,

respectively. Second and third best months for makers were January and February, 10.43 and 9.78, respectively.

Where Ranges Went

Of necessity, a complete breakdown of yearly sales by size of market is a year late. In 1950 we reported that cities with populations of 10,000 to 25,000 bought the most ranges with 12.5 percent of the total. In the 1951 study they slip to second place with 12.3 percent and towns of 1,000 to 2,500 again assume the leadership they held in 1949 with a total of 12.8 percent. The third best market in 1951 was provided by cities of 100,000 to 250,000 with 10.5 percent and towns of 2,500 to 5,000 held fourth place with 10.4 percent. Most of these shifts are relatively small, but it is significant that the 10.5 percent total achieved by cities from 100,000 to 250,000 shows a 1.3 percent increase from the 1950 proportion and (Continued on page 305)

ELECTRIC RANGE SALES by STATES, 1946-1951

(Manufacturers' Shipments)

STATE	1946	1947	1948	1949	1950	1951	TOTAL SIX YEARS	%
Maine.....	4,797	8,169	10,788	7,241	11,868	7,069	49,932	.66
New Hampshire.....	2,455	6,157	7,139	4,828	7,668	5,682	33,929	.45
Vermont.....	1,827	3,078	3,490	2,204	3,286	2,356	16,241	.21
Massachusetts.....	12,962	25,693	30,461	26,657	55,504	45,738	197,015	2.59
Rhode Island.....	3,368	7,459	7,774	6,087	12,416	11,088	48,192	.63
Connecticut.....	9,707	18,944	21,418	15,428	30,308	28,829	124,634	1.64
New England.....	35,116	69,500	81,070	62,445	121,050	100,762	469,943	6.18
New York.....	25,866	56,003	74,566	52,895	99,142	86,348	394,820	5.19
New Jersey.....	9,536	21,431	23,797	16,372	33,412	26,472	131,020	1.72
Pennsylvania.....	39,114	86,432	110,579	68,322	124,154	98,545	527,146	6.94
Middle Atlantic.....	74,516	163,866	208,942	137,589	256,708	211,365	1,052,986	13.85
Ohio.....	47,279	86,314	94,238	54,994	104,071	81,497	468,393	6.16
Indiana.....	20,556	44,400	58,383	35,053	54,956	41,857	255,205	3.36
Illinois.....	32,433	67,843	71,075	38,621	66,277	49,064	325,313	4.28
Michigan.....	42,082	71,987	71,393	42,610	82,709	70,548	381,329	5.02
Wisconsin.....	14,218	31,021	41,566	25,398	42,358	33,541	188,102	2.47
East North Central.....	156,568	301,565	336,655	196,676	350,371	276,507	1,618,342	21.29
Minnesota.....	15,588	30,310	38,552	19,101	30,856	22,730	157,137	2.07
Iowa.....	12,448	24,272	32,840	19,836	28,482	19,265	137,143	1.81
Missouri.....	18,044	36,467	45,691	26,447	46,740	32,017	205,406	2.70
North Dakota.....	2,798	6,159	12,851	8,396	10,955	9,286	50,445	.66
South Dakota.....	2,569	6,155	11,740	7,346	10,407	7,623	45,840	.60
Nebraska.....	6,281	13,735	24,591	13,119	23,188	15,662	96,576	1.27
Kansas.....	5,539	11,485	17,610	9,236	18,258	12,613	74,741	.98
West North Central.....	63,267	128,583	183,875	103,481	168,886	119,196	767,288	10.09
Delaware.....	13,533	2,647	3,173	2,414	4,565	3,603	17,742	.23
Maryland.....		13,271	14,754	9,446	16,432	13,999	74,614	.98
District of Columbia.....		10,840	10,630	6,717	13,876	15,385	62,929	.83
Virginia.....	11,363	24,272	36,490	27,602	45,097	34,373	179,197	2.36
West Virginia.....	7,594	16,576	26,653	18,051	31,221	24,255	124,350	1.63
North Carolina.....	15,074	33,862	62,191	54,994	89,100	65,696	320,917	4.22
South Carolina.....	7,023	14,682	31,413	26,552	43,454	31,739	154,863	2.04
Georgia.....	12,334	30,547	54,258	38,412	64,633	46,015	246,199	3.24
Florida.....	16,502	35,047	53,465	43,029	77,962	56,965	282,970	3.72
South Atlantic.....	83,423	181,744	293,027	227,217	386,340	292,030	1,463,781	19.25
Kentucky.....	6,110	11,366	25,067	19,521	31,404	24,255	117,723	1.55
Tennessee.....	19,357	42,624	75,359	60,766	95,672	60,568	354,346	4.66
Alabama.....	8,964	22,614	38,710	32,010	51,305	33,126	186,729	2.46
Mississippi.....	3,883	7,696	12,692	10,285	15,519	10,256	60,331	.79
East South Central.....	38,314	84,300	151,828	122,582	193,900	128,205	719,129	9.46
Arkansas.....	2,969	6,275	9,995	7,661	9,312	6,930	43,142	.57
Louisiana.....	2,741	4,499	5,235	3,568	8,033	4,296	28,372	.37
Oklahoma.....	2,683	6,157	10,630	5,457	8,581	5,683	39,191	.52
Texas.....	14,561	28,416	38,552	24,244	47,106	31,462	184,341	2.42
West South Central.....	22,954	45,347	64,412	40,930	73,032	48,371	295,046	3.88
Montana.....	3,483	7,933	10,471	6,507	10,590	7,623	46,607	.61
Idaho.....	5,367	11,011	20,149	11,649	18,806	11,227	78,209	1.03
Wyoming.....	1,085	1,895	3,014	1,889	3,286	2,633	13,802	.18
Colorado.....	5,082	9,709	15,072	9,131	15,154	10,950	65,098	.86
New Mexico.....	799	1,302	2,221	1,784	4,199	3,465	13,770	.18
Arizona.....	1,542	3,670	4,442	2,414	4,382	2,772	19,222	.25
Utah.....	6,681	13,379	16,341	9,550	16,797	14,414	77,162	1.02
Nevada.....	1,656	4,026	4,442	3,149	5,478	4,297	23,048	.30
Mountain.....	25,695	52,925	76,152	46,073	78,692	57,381	336,918	4.43
Washington.....	24,781	56,122	69,806	42,820	75,223	52,668	321,420	4.23
Oregon.....	19,243	39,427	54,417	32,115	53,861	37,145	236,208	3.11
California.....	27,123	60,621	66,316	37,572	67,737	62,370	321,739	4.23
Pacific.....	71,147	156,170	190,539	112,507	196,821	152,183	879,367	11.57
UNITED STATES.....	571,000	1,184,000	1,586,500	1,049,500	1,825,800	1,386,000	7,602,800	100.00

(Projected to Industry Totals from State Shipment Figures Reported by the NEMA Range Membership)

Electric Water Heaters

Worst year since 1946 gives water heaters only 680,000 units and a \$90-million gross. Dealer share in the market also shrinks. Hope for 1953 lies in renewed utility activity

ELECTRIC storage water heater sales slid down this past year to the lowest point since 1946. Total unit sales of 720,000 (as compared with 845,000 in 1951, 990,000 in 1950), coupled with a \$3 drop in the average price to \$132, meant a gross return to the industry of only \$95,040,000 as compared with the 1951 figure of \$114,075,000.

If distribution continued to follow the trend begun in 1950, appliance dealers got an even smaller share of this diminished business than they did in previous years. In 1949 they accounted for 35.5 percent of sales, in 1950 they had 31.2 percent and in 1951 only 27.3 percent. Meanwhile, over the same years, plumbing and heating outlets increased their share from 19.7 percent to 28.4 percent, for the first time since the war capturing market leadership. Other types of outlets maintained relatively stable positions. In 1951, department stores had a 5.8 percent share, furniture stores had 5.4 percent, utilities 8.3 percent, hardware stores 7.3 percent.

The decline in sales is reflected in utility reports from all but two sections of the country. For example, the Middle Atlantic States reported sales of 19 units per 1,000 customers in 1951, only 16 in 1952. The South Atlantic States dropped from 30 in 1951 to 27 in 1952. The two regions which showed gains were New England, up to 13 units per 1,000 cus-

tomers from the 1951 figure of 12, and the East South Central states (Ky., Tenn., Ala., Miss.) up from 21 units to 26 units per 1,000 customers. The best individual state record was set by Idaho, which jumped from a 1951 figure of 54 units per 1,000 customers to 75 units per 1,000 customers in 1952. Oregon, leader in 1951 with 72 units, dropped to second place with 70 and third place was retained by North Carolina with 56 units as compared to 1951's 57 units.

Sales by Months

As with most other major appliances, the first six months of the year were the worst, with manufacturer sales off 35.6 percent from 1951 through June. In July sales swung ahead by 5.57 percent and in September registered a 15 percent increase over the same month of 1951. But it was too late to save the yearly total. This record is in sharp contrast to 1951, when water heater makers had their best sales months in the first half of the year. During 1951 retailers, too, had many of their best sales months in the first half, doing 8.88 percent of the year's business in January, 8.39 percent in February, 8.37 in March, 8.10 in April, 9.31 in May, and 8.66 in June—a half year total of 51.71 percent. The 1951 balance was even heavier for manufacturers. In the first half of that year they made 61.48 percent of their total sales, indicating that in 1951, at least,

their business was decidedly more seasonal than dealers'.

Among NEMA member sales the most significant change in the popularity of various sizes was the gain made by the non-table top models in the 35-44 gallons classification, which jumped from 5.60 percent in 1951 to 7.89 percent in 1952 (first nine months). The jump represents a recovery to the status of 8.69 and 8.95 percent held in 1950 and 1949. Second biggest gain was made by tanks in 55-69 gallons classification. These went from a 1951 share of nearly four percent to 5.52 percent in 1952.

Still the biggest sellers among water heaters are 45-54 gallon tanks, which, including both table top and non-table-top models, accounted for 34.80 percent (first nine months) of the market in 1952 as compared with 39.42 percent in 1951.

During 1952 (first nine months) tanks in sizes from 21 to 34 gallons accounted for 27.48 percent as com-

pared with 25.58 percent in 1951. Models in sizes from 35 to 44 gallons accounted for 18.72 percent of the first nine months of the 1952 market and those in the 70 to 84 gallons sizes accounted for 9.27 percent.

Sales by Size of Market

Distribution of water heaters in 1951 (no 1952 figures yet available) stuck fairly close to the 1950 pattern by size of market area—with one notable exception. Cities with populations of 100,000 to 250,000 suddenly jumped into a tie for third place with a percentage of total sales of 10.8, better than a three percent increase over the 1950 figure of 7.4. The best markets are still towns of 1,000 to 2,500, which accounted for 15 percent of total sales in 1951 as compared with 14.7 percent in 1950. Towns of under 1,000 declined somewhat in importance, going to 12.3 percent in 1951

(Continued on page 104)

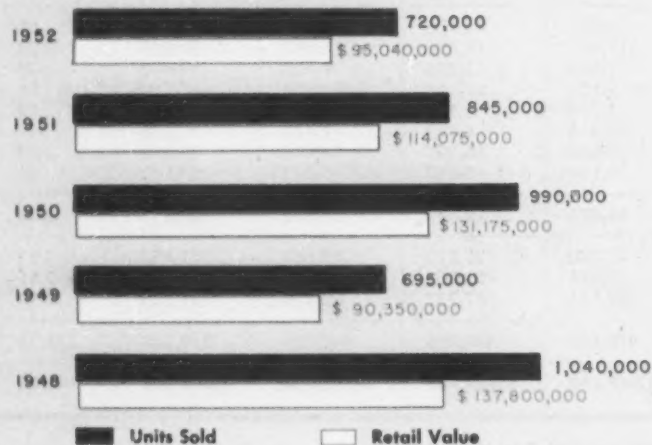


TWO YEARS STATISTICAL SUMMARY

Water Heaters, Storage

1952		1951
720,000	Units Sold	845,000
\$132	Average Retail Price	\$135
\$95,040,000	Retail Value	\$114,075,000
(Jan. 1953)		(Jan. 1952)
5,821,400	Homes Owning	5,230,000
36,485,200	Homes Without	35,737,000

FIVE YEAR ELECTRIC WATER HEATER SALES IN UNITS AND DOLLARS



WATER HEATER SALES BY STATES, 1947-1951

(Manufacturers' Shipment)

STATE	1947	1948	1949	1950	1951	TOTAL FIVE YEARS	%
Maine.....	6,942	10,352	5,407	6,496	5,969	34,716	.76
New Hampshire.....	3,246	5,125	3,217	3,445	3,399	18,432	.40
Vermont.....	3,246	2,665	1,164	1,476	2,155	10,706	.23
Massachusetts.....	8,656	11,992	16,976	28,247	17,575	83,446	1.81
Rhode Island.....	2,164	3,178	2,601	3,346	3,316	14,605	.32
Connecticut.....	15,148	17,425	10,815	15,747	15,088	74,223	1.61
New England.....	38,952	50,737	40,180	58,757	47,502	236,128	5.13
New York.....	40,034	42,127	32,172	44,486	40,206	199,025	4.32
New Jersey.....	22,722	17,835	13,553	19,290	15,917	89,317	1.94
Pennsylvania.....	78,986	78,105	53,254	81,590	68,227	360,162	7.82
Middle Atlantic.....	141,742	138,067	98,979	145,366	124,350	648,504	14.08
Ohio.....	68,166	52,993	32,925	57,773	52,559	264,416	5.74
Indiana.....	55,182	43,768	28,133	44,682	36,310	208,075	4.52
Illinois.....	58,428	44,075	29,707	40,352	32,082	204,644	4.44
Michigan.....	42,198	41,410	24,710	32,282	31,999	172,599	3.75
Wisconsin.....	38,952	39,360	27,859	37,695	32,497	176,363	3.83
East North Central.....	262,926	221,606	143,334	212,784	185,447	1,026,097	22.28
Minnesota.....	41,116	34,339	16,497	22,735	17,326	132,013	2.87
Iowa.....	34,624	32,082	23,684	31,298	24,787	146,475	3.18
Missouri.....	35,706	29,110	19,166	27,164	24,704	135,850	2.95
North Dakota.....	4,328	8,098	4,723	6,102	5,803	29,054	.63
South Dakota.....	6,492	7,892	6,571	8,661	7,378	36,994	.80
Nebraska.....	16,230	14,555	9,104	11,909	9,451	61,249	1.33
Kansas.....	8,656	7,277	4,312	5,019	4,062	29,326	.64
West North Central.....	147,152	133,353	84,057	112,888	93,511	570,961	12.40
Delaware.....	2,164	2,768	2,053	2,953	2,901	12,839	.28
Maryland.....	11,902	9,942	6,366	12,499	11,855	52,564	1.14
District of Columbia.....	8,656	5,228	3,902	5,610	4,394	27,790	.60
Virginia.....	25,968	28,700	21,972	29,329	22,714	128,683	2.80
West Virginia.....	11,902	14,145	8,214	11,712	11,026	56,999	1.24
North Carolina.....	35,706	46,432	39,222	58,461	48,662	228,483	4.96
South Carolina.....	18,394	27,060	16,770	26,967	25,782	114,973	2.50
Georgia.....	32,460	32,698	19,645	33,660	33,326	151,789	3.30
Florida.....	45,444	47,253	31,008	54,328	51,481	229,514	4.98
South Atlantic.....	192,596	214,226	149,152	235,519	212,141	1,003,634	21.80
Kentucky.....	11,902	14,042	8,556	13,090	12,103	59,693	1.30
Tennessee.....	40,034	37,310	23,204	33,266	26,279	160,093	3.48
Alabama.....	22,722	21,628	14,854	21,062	15,171	95,437	2.07
Mississippi.....	5,410	7,277	3,765	4,232	3,399	24,083	.52
East South Central.....	80,068	80,257	50,379	71,650	56,952	339,306	7.37
Arkansas.....	5,410	5,330	3,902	3,937	3,233	21,812	.47
Louisiana.....	2,164	2,767	2,327	2,263	2,321	11,842	.26
Oklahoma.....	2,164	3,280	2,122	1,575	1,244	10,385	.22
Texas.....	15,148	16,605	10,131	14,763	11,440	68,087	1.48
West South Central.....	24,886	27,982	18,482	22,538	18,238	112,126	2.43
Montana.....	5,410	5,535	3,560	4,035	2,653	21,193	.46
Idaho.....	14,066	13,838	8,556	8,956	5,471	50,887	1.11
Wyoming.....	1,082	1,537	890	886	663	5,058	.11
Colorado.....	12,984	10,250	7,872	9,645	7,130	47,881	1.04
New Mexico.....	1,082	1,333	1,232	1,476	1,492	6,615	.14
Arizona.....	5,410	3,690	1,848	2,067	1,658	14,673	.32
Utah.....	15,148	12,095	7,803	11,220	7,627	53,893	1.17
Nevada.....	5,410	3,177	2,943	4,429	4,228	20,187	.44
Mountain.....	60,592	51,455	34,704	42,714	30,922	220,387	4.79
Washington.....	40,034	38,437	23,821	27,754	19,067	149,113	3.24
Oregon.....	28,132	36,490	20,740	27,066	15,834	128,262	2.78
California.....	64,920	32,390	20,672	27,164	25,036	170,182	3.70
Pacific.....	133,086	107,317	65,233	81,984	59,937	447,557	9.72
UNITED STATES.....	1,082,000	1,025,000	684,500	984,200	829,000	4,604,700	100%

(Projected to Industry Totals from State Figures Reported by Portion of NEMA Water Heater Membership)

Vacuum Cleaners

Sales compare favorably with 1951 total as new models and expanded advertising create public interest and channel more sales through dealers. Outlook for 1953 is for a further increase

VACUUM cleaners provide one of the few bright spots of 1952 sales. Almost every other appliance suffered a more or less serious decline, but vacuum cleaners, spurred by the introduction of several radically new models and an outburst of advertising and promotion, actually went ahead to a total of 2,855,000 units, which, compared with 1951's 2,729,100 units, and coupled with an increase in the average price level, meant a substantial gain in dollar volume.

The rise in saturation, while not as startling as 1951's gain from 52.8 percent of wired homes to 57.7, nevertheless moved upward another notch to 59.4 percent of the nation's 42,306,598 wired homes. In other words, some 25,145,000 cleaners are now in use.

Sales this past year, although measurably better by comparison to most other appliances, did not approach the record of 1950 when some 3,529,000 units passed into consumer homes or of 1947 when 3,801,000 units were sold. In fact, with the exception of 1951, 1952 gave the industry the lowest total figure since 1946.

For vacuum cleaners, one of the oldest of all appliances, to go against the tide of decline that affected nearly all major items is one of the major merchandising feats of the year. Several things prompted it. First and foremost were the introduction of

several new types. The industry desperately needed something new to talk about. They got it in the form of new designs introduced by, among others, Apex, Landers, Frary & Clark, and, near the year's end, Eureka. Part and parcel of the introduction of new cleaners was a substantial increase in the advertising used to announce and promote them. To some degree, at least, this was a belated recognition by some manufacturers of the fact that they could no longer count on dealers to do a "real, old-fashioned, specialty selling job" and that if they wanted consumers to become interested in and buy their cleaners they were going to have to accomplish a great deal of it themselves through more advertising, and using more and better dealer displays.

Still another factor in the 1952 record was the effect of the first Vacuum Cleaner Conference, held in late 1951 for home economists, home demonstration agents and magazine editors. These women, carrying back to their jobs a better understanding of the uses and abilities of cleaners, materially increased public interest.

More Cleaner Dealers

That dealers felt this heightened interest in cleaners is reflected in the fact that during 1952, according to our Replacement and Trade-In Survey, 72.4 percent of the respondents sold them, a slight increase over the 1951



TWO YEARS STATISTICAL SUMMARY

Vacuum Cleaners

1952	1951
2,855,000	2,729,100
\$91.52	\$86.07
\$261,289,600	\$234,893,600
153,000	176,000
\$30.85	\$30.19
\$4,720,000	\$5,313,500
(Jan. 1953)	(Jan. 1952)
25,145,000	23,640,000
17,161,600	17,327,000
*Floor Units Only	

FIVE YEAR VACUUM CLEANER SALES IN UNITS AND DOLLARS (Floor Units)

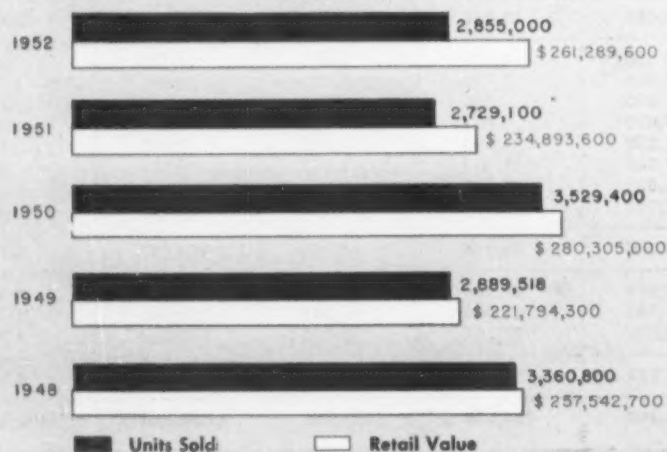


figure of 71 percent and the first upward turn since 1949.

The increase in the number of dealers found a parallel in an increase in the number of units sold per dealer. In 1951 we reported 24 sales per dealer. In 1952, projecting eight months figures for the year, dealers sold 28.5 cleaners.

The percentage of sales which went to homes already owning cleaners was very close to the 1951 figure—69.4 percent as compared with 67.6 percent—but the percentage of trade-ins accepted to total units sold dropped substantially—from 38 percent in 1951 to an even 30 percent in 1952. The figures indicate that, with the exception of refrigerators and washers, vacuum cleaners are sold as replacements to more homes than any other appliance and that trade-ins are involved in just as many cleaner sales as in range sales and are again exceeded only by washers (62.3 percent) and refrigerators (59.3 percent).

Each year the figures show that the cleaners taken in trade are less and less valuable to the dealer. The following table shows what dealers did with trade-in cleaners in 1950, 1951 and 1952:

Dispositions of Cleaner Trade-Ins

	Junked	Rebuilt & Resold	On Hand
1950	23.5%	31.2%	22.9%
1951	34.7	27.3	20.1
1952	36.4	23.9	16.9

The proportion of cleaners thrown away as useless shows a steady rise over the three-year period and the percentage which dealers were able to rebuild and resell has dropped consistently, as has the percentage of cleaners in good enough condition to be resold as-is. The net result, of course, is that dealers have been left with more cleaners on hand.

According to the 213 utilities an-

(Continued on page 104)



LEWYT BLASTS RETAIL SALES RECORDS! COAST TO COAST!

Backed by the industry's heaviest national advertising drive, Lewyt dealers rack up the biggest cleaner-sales in their history!

"Sold 41 Lewyts in 30 days—Lewyt outsells every other cleaner in our store 3-to-1" hails Omaha dealer! From Cincinnati... "sold 62 Lewyts with 2 small ads!" "1 ad sold 20 Lewyts" wires Cleveland dealer!

No wonder—when Lewyt dealers have at their command the hottest merchandising plan in the entire appliance industry! No wonder—when Lewyt pours \$1,000,000 national advertising into its Fall campaign alone!

And no wonder dealers can count on even bigger profits in '53! Lewyt's piling on MORE ads in America's top magazines! MORE radio, TV! MORE outdoor posters! MORE promotions! MORE newspapers! MORE of every advertising force known! Now is the time to...

DO IT
with **LEWYT**
WORLD'S MOST WANTED
VACUUM CLEANER



LEWYT CORPORATION, Vacuum Cleaner Div., Dept. M-1, 60 Broadway, Brooklyn 11, N. Y.

ELECTRICAL MERCHANDISING—JANUARY, 1953

SPACE
17K
17TH FLOOR
FURNITURE MART
CHICAGO JAN. 5 TO 16

Mr. Dealer:

Chromalox "Supreme"

"2-Units-in-1"

gives you all the
selling features

of
modern
electric
surface
cooking



UNIFORM OVERALL HEAT that goes evenly into the largest utensils for maximum cooking speed.



OUTER COIL HEAT that allows uniform, economical cooking in large utensils and frying pans.



INNER COIL HEAT that saves up to 45% of the electricity used in coffee percolators and small pans.



LONG, EFFICIENT LIFE—Tests by Electrical Testing Laboratories prove that Chromalox Units maintain their efficiency, even after years of heavy use.



EASIEST CLEANING—Only one part to remove! Unit lifts up, pan comes out for thorough dishpan washing. Adaptor Rings wipe clean with a damp cloth.

Free!

Send for
this book

It's loaded with valuable information that will help sell more electric ranges.



Range Unit Division, Edwin L. Wiegand Co.
7525 Thomas Blvd., Pittsburgh 8, Pa. RC-59

Please send me "The Switch is on"

Name _____
Company _____
Street _____
City _____ Zone _____ State _____

CHROMALOX

"Electric Cooking at its Best"

Water Heaters

CONTINUED FROM PAGE 100

from the 1950 figure of 13.7 percent. Towns of 2,500 to 5,000 also declined, to 10.8 percent in 1951 from 12.9 percent in 1950.

Replacement Survey

Of 246 dealers who replied to our questionnaire on replacement and trade-in sales, a total of 171, 69.5 percent, handle water heaters, a gain over last year's 67.6 percent and only slightly under the 1950 percentage of 70.9.

These dealers say that during the first eight months of 1952 they sold an average of seven units each. Projecting this for all of 1952 brings an estimated total of 10.5 units per dealer, substantially less than the 1951 total of 13 units, and even more unfavorable by comparison with the 24 units per dealer sold in 1950. At an average \$132 per unit, dealers in 1952 realized a gross of only \$1,386 on sales.

However, water heater sales still involve fewer trade-ins than many other major appliances. During 1952 only 18.9 percent of sales were replacements (20.5 percent in 1951) and only 7.9 percent of sales actually involved a trade-in. During the same period, trade-ins were involved in 59.3 percent of refrigerator sales, 30 percent of range sales, 62.3 percent of washer sales, 30 percent of cleaner sales, and 12.3 percent of television sales.

The disposition that dealers made of the trade-ins accepted varies from the 1951 pattern most sharply in the percentages rebuilt and resold and those resold as-is. While the 1952

figure of the percentage junked, 46.9, compares very closely with the previous year, 42.8, the percentage rebuilt and resold jumped from 6.5 in 1951 to 19.8 in 1952 and the percentage resold as-is declined from 42 to 22.9.

The Year Ahead

Manufacturers agree that there were no major design changes in water heaters during 1952 and it is likely that no outstanding developments will be revealed this year. One maker says there were no significant changes in market trends, "other than an indication that some of the electrical manufacturers were recognizing the fact that plumbers continue to govern the replacement market and electrical dealers the new market."

"For 1953," says this same maker, "we anticipate no great change in the water heater business other than a stressing of electric water heaters by many utility companies which should continue electric water heater business at a rate comparable to 1952."

The possibility of renewed utility interest in load-building appliances, as a result of pegged rates and a decline in power use for defense production, would have the same beneficial effect on water heater sales as it may have on electric ranges. An aggressive approach to marketing and promotion by the utilities could mean a sales differential of several hundred thousand units. Without such an approach, it is likely that 1953 sales will be a close repetition of 1952. End

Vacuum Cleaners

CONTINUED FROM PAGE 102

swering our survey, the East North Central states provided the best market with sales of 49 cleaners per 1,000 customers, an average among these five states (Ohio, Ind., Ill., Mich., Wis.) which owes a great deal to the remarkable total of 108 cleaners per 1,000 customers which was achieved in Michigan. Within the continental U.S. the Mountain states had the next best record with an average of 39 sales per 1,000 customers. In this group Utah ranks highest with 60 sales per 1,000 customers. The Mountain states, which in 1951 had an average of 34, were with the South Atlantic region, which boasts sales of 32 units per 1,000 customers as compared with 28 in 1951, the only areas to show an increase over 1951, according to the reporting utilities.

1953's Bright Future

The marketing success of 1952 has quite understandably engendered optimism about the prospects for 1953. One manufacturer says that cleaners really became a dealer item in 1952 and that from now on they will control the majority of sales. "This," he says, "was brought about by the increased number of vacuum cleaner manufacturers who became national advertisers

and by the fairly large budgets which were appropriated by these companies. The industry became engaged in an advertising battle which, of course, made it difficult for house-to-house salesmen to close orders."

Another maker believes the outstanding marketing trend of 1952 was the effort by manufacturers to channel sales through dealers with expanded advertising programs and he offers the opinion that the success of the effort is evidenced by the entrance of house-to-house Electrolux into national advertising as a counter measure.

Speaking of his own company, this manufacturer says, "We plan to further expand our advertising in 1953 and I have been told that several of our leading competitors contemplate doing likewise. I believe that this will mean two things in the coming year: the number of cleaners sold through regular dealer channels will be accelerated further and the added result of the heavy advertising at the consumer level will mean that the total unit business for all manufacturers will be increased. It has been my feeling right along that the cleaner industry should be selling from 4.5 to five million units and I believe you will see this happens in the near future. End

you're ahead
"5 to 1"
with
"521"

new 1953 models with
PANORAMIC VISION*
 by **STROMBERG-CARLSON**

All through 1952, dealers proved it over and over again—

In side by side comparison, five out of six prospects were thrilled by the extra wide-angle viewing, the greater picture visibility of Panoramic Vision.

With these new 521 models for 1953 you can bear down hard, too, on proved

superior fringe area performance—new circuit refinements for greater picture clarity—even finer tone from a new and more highly efficient permanent magnet speaker.

And again in '53—you get more than standard discounts with Stromberg-Carlson—your best start on a profitable year!

*Patent applied for

"There is nothing finer than a **STROMBERG-CARLSON®**"

Stromberg-Carlson Company, Rochester 3, N. Y.



The Invader II—521-CM— 21-inch cylindrical picture tube. Permanent magnet speaker. Tone control. Phono jack. Built-in antenna. Handsome cabinet in mahogany finish Perma-veneer.



The Panavue—521-T— 21-inch cylindrical picture tube. Permanent magnet speaker. Tone control. Built-in antenna. Compact cabinet in Honduras mahogany veneers.

Dishwashers and Food Waste Units

Second year of declining industry sales catches up with dishwashers and disposers. Utilities report sales of five to every 1,000 customers and regional sales are higher in Pacific area.

NEITHER dishwashers nor disposers set any records in 1952. Dishwashers, with 210,000 units, were the poorer performer, off 19.2 percent from the 1951 total of 260,000 while the disposer total of 275,000 units represented a 22 percent drop from the all-time high of 350,000. During 1951 both of these appliances belonged in a small and exclusive group which actually made gains that year and it was felt then that this reluctance to follow the general downward trend might signify that these two appliances were finally beginning to come in to their own. Now, it appears, this was an optimistic estimate.

Since there was no appreciable increase in the average retail price of either product, it follows that total retail sales value of \$63,000,000 for dishwashers and \$35,750,000 for disposers also means substantially less income for all levels of the industry. Dishwashers now have a saturation of 3.0 percent and disposers have a 3.3 percent saturation, both of which fig-

ures represent a slight increase over the 1951 percentages of 2.6 and 2.7.

A study of NEMA sales figures reveals that dishwasher sales were badly off in 1952 until July. In their worst month, March, they were off nearly 74 percent from the previous year. In July they suddenly exceeded the previous year's mark by 40 percent, increased the comparison to 111 percent in August and stayed ahead by nearly 22 percent in September. Food waste units had a somewhat similar

sales record during the year.

Sales by Months

These figures don't agree at all with the 1951 pattern, according to this magazine's second annual study of manufacturer and retail sales. For example, in 1951, manufacturer sales hit their highest levels during the first six months. July, with 5.44 percent of total sales, was the third worst month of the year, exceeded in low volume only by August (3.27 percent)

and December (4.68 percent).

As for retail sales during 1951, February, March and October, with 10.49 percent, 10.45 percent, and 11.68 percent, were the three best sales months. The three worst months were July (4.90 percent), June (5.39 percent) and August (6.19 percent).

Disposer sales hit their 1951 peak at both the manufacturer and retail levels during the first three months of the year.

(Continued on page 108)



TWO YEARS STATISTICAL SUMMARY

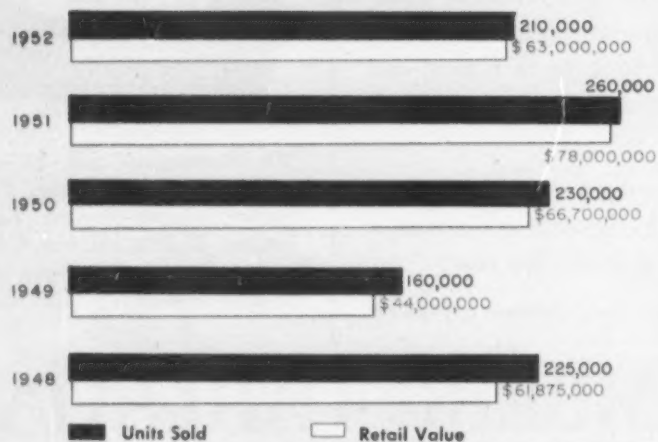
Dishwashers	
1952	1951
210,000	260,000
\$300	\$300
\$63,000,000	\$78,000,000
(Jan. 1953)	(Jan. 1952)
1,253,000	1,050,000
41,053,600	39,917,000
Homes Owning	Homes Owning
Homes Without	Homes Without

TWO YEARS STATISTICAL SUMMARY

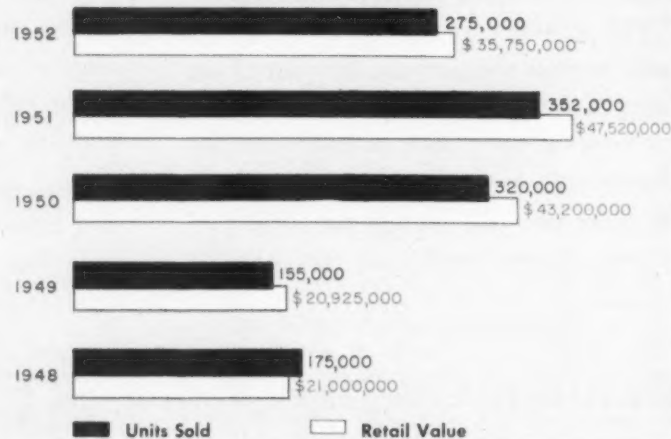
Food Waste Disposers	
1952	1951
275,000	352,000
\$130	\$135
\$35,750,000	\$47,520,000
(Jan. 1953)	(Jan. 1952)
1,379,300	1,131,800*
40,927,300	39,835,200
Homes Owning	Homes Owning
Homes Without	Homes Without

* Revised

FIVE YEAR DISHWASHER SALES IN UNITS AND DOLLARS



FIVE YEAR FOOD WASTE DISPOSER SALES IN UNITS AND DOLLARS



SYLVANIA PICTURE TUBES

Lasted Longer than others tested!

"IT'S A TRUE
BLUE-RIBBON
TUBE"

BEST IN
OVER-ALL
POINT
QUALITY!

SYLVANIA
OUTLASTED
ALL TUBES
TESTED

Only Sylvania tubes showed NO FAILURES after 1400 hours . . . at accelerated voltages

Exhaustive tests conducted under the supervision of an outside impartial laboratory, the United States Testing Company, showed Sylvania Picture Tubes lasted longer than any others tested.

These tests included the picture tubes of nine leading manufacturers. All tubes were placed in identical test racks and tested under identical accelerated voltages. At the end of 1400 hours, only the Sylvania

Picture Tubes showed *no failures*.

These tests definitely establish the outstanding dependability of Sylvania Picture Tubes. They prove that these tubes will best uphold your reputation for fine performance in the sets you manufacture, sell or service. Send today for complete details about Sylvania Picture Tubes. Sylvania Electric Products Inc., Dept. 3R-1101, 1740 Broadway, New York 19, New York.

TESTS CONDUCTED
BY U.S. TESTING
COMPANY

SYLVANIA

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC
PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT
TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT
BULBS; PHOTOLAMPS; TELEVISION SETS

*Make more
mower money!*

SELL QUALITY IN QUANTITY WITH THE HURRICANE LINE

**Hurricane Senior — A
20" model for big es-
tate and suburban lawns.
Packed with power —
strong on stamina.**



You'll miss a golden opportunity if you don't display the famous Hurricane line next spring. Dealers find Hurricane a cinch to sell. Customers are overwhelmed by the superior quality of these precision-built rotary power mowers . . . quality that has never failed to prove itself in sales.

The fact that Hurricane is a big-profit, big-volume line has been established again and again. Why else did Hurricane dealers double and even triple their orders last season?

If you're interested in making more money on power mowers, it will pay you to stock the Hurricane line. Get the straight story on these easier-selling mowers today. Send the coupon below for complete details.



**Hurricane Junior — 18" replica
of the big Hurricane. Trim, light-
weight — for small and medium-
sized city lawns. 2 h.p. engine.**



**Hurricane Glider — the economy
model. 2 h.p. engine — 18" cut-
ting swath. A top-quality mower
at a budget price.**

Engineering Features That Gear Hurricane For Quick, Easy Sales

- 4-cycle, 2 h.p. gasoline engine
- automatic governor control for constant engine speed
- full-floating friction drive
- adjustable cutting height — $\frac{1}{2}$ " to $3\frac{1}{2}$ "
- 4 large, equal-diameter wheels
- special hinged safety guard and grass throwout
- folding handle for easy starting and storing
- parts and service always available

Parts Always Available

Spare Hurricane parts are always in stock. Orders shipped the day received. All new modifications fit any model in the line — no matter what year it was produced. No Hurricane ever becomes obsolete!

Hurricane
ROTARY POWER MOWERS

National Metal Products Co., Inc.
Dept. E-9 2722 Cherry Street, Kansas City 8, Missouri

National Metal Products Co., Inc.
Dept. E-9 2722 Cherry Street
Kansas City 8, Missouri

Show me how the Hurricane line
can make me more mower money.

Name.....

Address.....

City..... State.....

Dishwashers and Food Waste Units

CONTINUED FROM PAGE 106

According to the 208 utilities (in the U.S. only) responding to this year's survey, dishwashers were sold to five out of every 1,000 domestic power customers during 1952. The East South Central region (Kentucky, Tenn., Ala., Miss.) provided the highest rate of the nation with an average of 12 sales per 1,000 customers. Tennessee and Alabama were responsible for the record with sales of 14 and 16 sales per 1,000 customers.

No other region even came close to this record, the next three highest being the West South Central, Mountain and Pacific states with an average of six each. Among individual states Nevada led with a record of 26 sales per 1,000 customers, followed by North Dakota and Alabama, with 16 each, Tennessee and Oregon with 14 each, the District of Columbia with 11, and Idaho and Wyoming with 10 each.

The best market for food waste disposers was the Pacific region, with an average of 12 sales per 1,000 customers, a record owed primarily to the 13 sales per 1,000 customers made in California. The best individual score was attained by the District of Columbia with 16, followed by Nevada and California with 13 each, and Michigan, with 11.

The Trouble with Sales

The sad sales story of 1952 reflects more than just a general decline. As some manufacturers have said, a shortage of copper was partly responsible, but, more important, dishwashers and disposers are still pioneering items. And they didn't get the sales push in 1952 that they need to sell in volume. That they can be sold is indicated by the experience of one metropolitan New York distributor. He placed his units in a chain store group where a competitive make of dishwasher was not producing good results. He also used his own men to set up action displays, man the displays, and instruct dealer personnel. Within a very short period he had jumped the chain's dishwasher sales several times.

One of the biggest manufacturers of both dishwashers and disposers, Hotpoint, has recognized this need for an extra push in a study which says, "There is general agreement (among manufacturers) that a new approach is needed if this high profit item (the dishwasher) is to join the ranks of the big sellers. . . The factory should initiate the planning, with the realization that the distributor salesman is a key link in any unified selling activity."

Hotpoint follows its own statement that it is spending five times more money advertising dishwashers, in proportion to sales, than any other appliance by wondering if perhaps makers are top-heavy on advertising and "short on the other elements of a well-rounded educational activity."

The company points out that dealers do very little dishwasher advertising, even on a cooperative basis, that less than ten percent of dealers

sell dishwashers, and that an even smaller percentage is merchandising aggressively.

To sell dishwashers, says Hotpoint, the first important step is to sell the distributor salesman. Once this has been achieved, usually through a manufacturer's field specialist, the salesman and the specialist should set up a dishwasher sales program along the following lines:

1. Completely canvass the area for dealer reaction on potential.
2. Study local plumbing and electrical codes.
3. Find out what plumbers charge for installations and try to sell them on doing the work on a flat-rate basis.
4. Discover the city's official attitude toward dishwashers and disposers.
5. Set up a plan by which both distributor and dealer participate in a flat-rate installation program in order to sell dishwashers installed.
6. Call on the dealer to present program and get it started.
7. Follow through with close personal dealer contact.

"Our experience," says Hotpoint, "has shown that few dealers are sufficiently sold on dishwashers to put forth the effort to work out a satisfactory installation arrangement. For this reason, the factory and distributor should accept this responsibility until sales are rolling."

On the side of the dealer, it must be admitted that installation obstacles make sales very difficult in many areas. As one manufacturer puts it, "Some plumbing situations complicate the sales picture." Of course, if the dealer is big enough to employ his own plumbers and electricians he can pretty well lick the installation problem, but mass distribution is not going to be achieved just through big dealers.

From one maker's report that under-the-counter models are by far the most popular of the three types he sells, it is apparent that at least a partial kitchen remodeling is included in the job more often than not. Here, again, the small dealer without carpenters, plumbers and electricians is at a disadvantage and the recommendation by manufacturers that he make some sort of permanent and/or flat-rate arrangements with these other trades is not always easily accomplished and is, indeed, difficult in the extreme unless the dealer can already boast sufficient volume to make it worth while.

What Will Happen This Year

"The year 1953," declares one manufacturer, "Should bring increased business to the dishwasher industry, although it will not be a revolutionary change." Manufacturer estimates of 1953 sales run as high as 300,000 for dishwashers and 400,000 for disposers, and as low as 250,000 for dishwashers and 325,000 for disposers. Obviously, these estimates reflect confidence in the future and may indicate intensified sales effort in the 12 months ahead.

End

DOUBLE PROFITS FOR YOU!



"de-frost-it 80"
Sell it where outlet for refrigerator cord is unobstructed and out of reach of children and animals. Plugs directly into outlet.
\$8.95 RETAIL

"de-frost-it 90"
... top seller in the market. Complete with safe refrigerator cord and plug. Sell it wherever outlet is behind refrigerator, or awkward to reach.
\$9.95 RETAIL

① Now .. two great **"de-frost-it"** models make old refrigerators young by adding automatic defrosting

② You can sell every customer. There's a model to suit any outlet location ... to fit any purse

These features make "de-frost-it" selling easy!

- Continuous, powerful national advertising support
- Fully guaranteed. Millions of satisfied users
- Fresh, seasonal promotional advertising material
- Full line — to match any purse
- Good Housekeeping guaranteed. U.L. approved.

and here's MORE!

Made by the company that specializes in the safe preservation of food. They must be good ... 96% of the manufacturers making automatic defrosting refrigerators for food stores specify Paragon defrosters as standard equipment.

4 sensational new PARAGON timers for 3 big markets

NIGHTROL

Turns heat down at night — up in morning. Makes thermostat truly automatic. The first automatic day-night heat control that everyone can afford. Easily attaches to thermostat.

\$12.95 RETAIL



ATTIC AND WINDOW FAN TIMERS

MODEL AF-21 — Cash in on the big swing to automatic home cooling. Wall-type timer for attic fans shuts off attic fan at pre-selected time.

\$8.95 RETAIL



MODEL PF-21 — Plug-in type automatic timer for window fans. Sell extra comfort and convenience with this dependable control. It's portable.

\$9.95 RETAIL



GENERAL PURPOSE TIMERS

Automatically turns on engine heaters, radios, appliances, etc., at selected time between midnight and 8 A. M. Safety shut-off.

\$9.95 RETAIL



SELL THE FULL LINE! Two traffic-building Paragon "de-frost-its" — plus the practical new Paragon timers that meet additional big market needs.

Ask your distributor about the Paragon line, or write:

PARAGON ELECTRIC COMPANY

World's largest exclusive manufacturer of time controls.

1638 TWELFTH STREET
TWO RIVERS, WISCONSIN

© 1953



3 NEW

Featuring two new
clocks and an
established top-seller!

NEW!

THE CAROUSEL (model 2H40)

A brand-new kitchen clock with raised, easy-to-see numerals. Shatterproof crystal. In white case with red, yellow or white dial. A new beauty with plenty of buy-appeal!

Retail price . . .

\$6⁹⁵*

All wrapped up in a new, money-making deal!

You buy 6 Carousels and 6 other G-E Kitchen Clocks. You get 1 Carousel at only half your cost!



NEW!

THE NEW CUE (model 7H200L)

A luminous alarm in a modern, ivory-plastic case. Shatterproof crystal. The luminous feature combined with its low price make it a natural for quick selling!

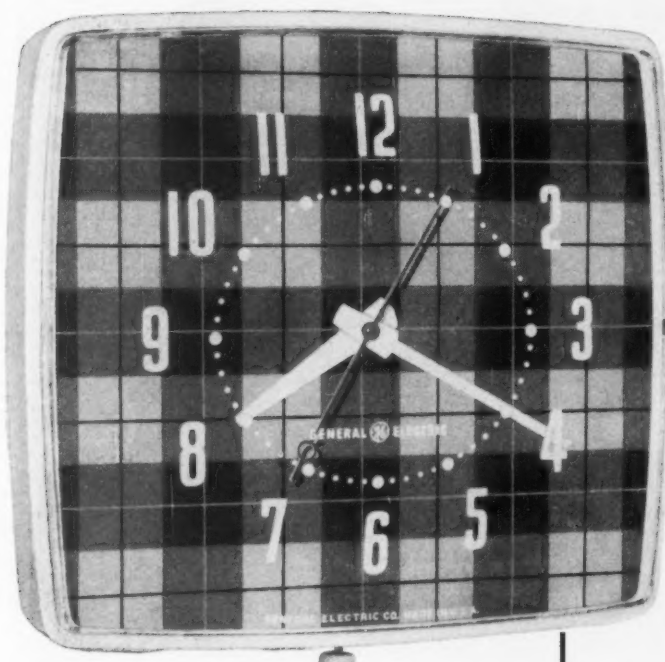
Retail price . . .

\$6⁹⁵*

There's a good deal on this one, too!

You buy 6 New Cues and 6 other G-E Alarm Clocks. You get 1 New Cue at only half your cost.

G-E CLOCK DEALS!



For a limited time only... A whiz of a promotion on G. E.'s fastest-selling kitchen clock!

THE CLANSMAN (model 2H30)

Regularly \$6.50*
NOW SPECIALLY
PRICED AT

\$5⁷⁵*

for extra-fast turnover!

Even at \$6.50, this popular G-E Kitchen Clock sold like blazes! But at this special promotional price, it'll be a real humdinger of a seller! Deal starts Jan. 1, 1953. So get your order in now while there's time—and make it a good one! General Electric Co., Small Appliance Division, Bridgeport 2, Connecticut.

Take advantage of these new, extra-profit clock deals! Call your distributor today!

Get in the profitable G-E Clock business with one of these sell-'em-on-sight displays!



De Luxe Clock Shop. The permanent display that is boosting G-E Clock sales for over 6000 dealers! Displays 20 clocks at a time, plus storage space for more. Shipped prepaid, \$75.00.



Rotary Clock Center. Revolving fixture that holds up to 14 clocks. It's all wood with felt base—displays kitchen clocks in natural hanging position. Only 20 inches wide. Shipped prepaid, \$10.95.



Junior Clock Shop. With new hinged side panels to hold 4 kitchen clocks. Takes only three feet of space, displays 16 clocks at a time. Shipped prepaid, \$27.00.



3-Second Display. An eye-catcher. You dare your customers to find more than 3 seconds' difference. What a traffic stopper! First customer who finds over 3 seconds' difference in time on displayed clocks gets a new clock free! Get some excitement in your clock department for only \$3.95!

Your money back if any of these displays does not increase your clock business!

*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

GENERAL  ELECTRIC

Steel Kitchen Cabinets

Despite shortages resulting from steel strike, cabinet sales increase \$34-million in 1952. Slight price increases a possibility this year

BUSINESS in the steel kitchen cabinet industry survived last April's steel strike. After a slow start at the beginning of the year, many observers found justification for their original prediction that it would compare favorably with 1951.

The strike did not affect all manufacturers the same. Some were completely shut down during the strike while others drastically reduced their operations. All, however, were hampered by the shortage of steel.

Looking at the final results for the year, some companies reported production a few percentage points under 1951 while several others showed from slight to 30 percent increases. Industry sales could have been at least 15 to 20 percent higher with a free supply of steel. However, even the 1951 defense effort reduced steel cabinet output only about 10 percent below 1950. It is surprising that an industry with such direct need for steel can come through the year sometimes better than an industry, such as refrigerators or washers, which use proportionately less of the vital metal.

Total sales for 1952 were around 154 million dollars (2,970,000 units), a good increase over the 1951 total of \$119 million.

Most manufacturers did not raise their prices in 1952, but one executive said that the effects yet to be felt from the steel strike—steel-wage settlement—will bring an increase during 1953.

However, some other companies reported that they have not increased their prices since 1950, in spite of the increases in the price of steel, in freight rates, and in labor. Whether they can continue to do this is a matter of conjecture. Most executives are determined to hold prices at least for the beginning of 1953.

What Was New

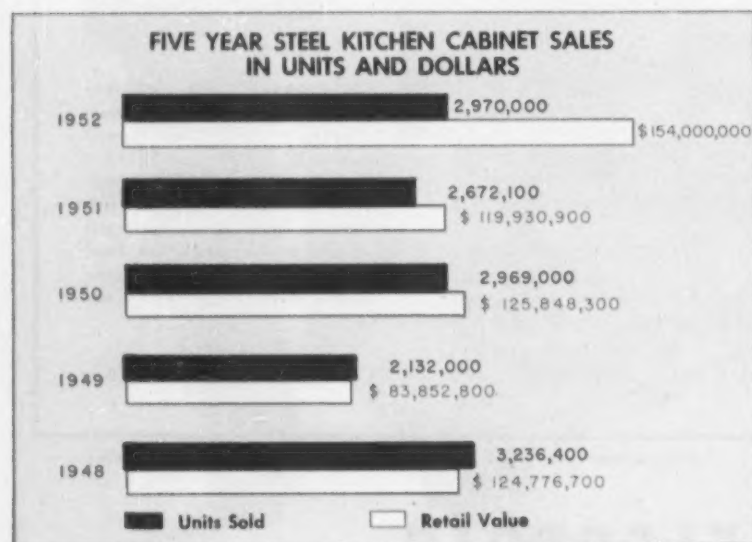
Since the consumer is constantly demanding some improvement in the utility of kitchen cabinets, most replies to questions asked by ELECTRICAL MERCHANDISING said that a number of feature cabinets were added to the various lines during the year. But with the demand so strong for merchandise, and manufacturers trying their best to supply that demand, many had to wait until 1953 to bring them out. Revolving corner cabinets undoubtedly were the most important innovation in the kitchen during 1952, one company reported.

A large steel company and kitchen manufacturer said that it was pretty hard to point out any particular development for 1952, although the range built into the counter top and the separate eye level oven set about the counter top height have gained considerable acceptance because they permit additional storage space beneath the unit and allow greater flexibility in designing the kitchen. There were a number of new accessory items brought out for



TWO YEARS STATISTICAL SUMMARY

Kitchen Cabinets, Steel		1951
1952		
2,970,000	Units Sold	2,672,100
\$51.85	Average Retail Price	\$44.88
\$154,000,000	Retail Value	\$119,930,900



specialized storage of certain kitchen utensils which have also gained acceptance. Consumers apparently want a compact and efficient kitchen layout in 1953, affording them a maximum efficiency both in kitchen storage, preparation and serving of meals. Thus, there is every indication that the consumer is demanding a greater number of features and accessories in her new kitchen.

Who Did The Business

New construction appeared to provide about 60 percent of the 1952 market. However, several manufacturers still maintain that remodeling offers the most sales opportunities and their promotional work will continue to seek that business.

The appliance dealer has the best potential, manufacturers agree, but aggressive specialists will be favored in 1953 by some manufacturers. They think that it is necessary to establish a kitchen department manned with a

specialized sales force trained in kitchen merchandising. While the appliance store, furniture store and department store all need encouragement during the coming year, a couple of executives think that some of the newer outlets for kitchens, such as plumbers and kitchen specialists will perhaps, in the long run, develop as prime markets for the kitchen cabinet manufacturers.

Another company insists that the kitchen modernization specialist—the plumber, floor and tile company—appears to be the retailer that received the most encouragement in 1952 and will continue to receive it in 1953.

What's Ahead

Opinions on the 1953 outlook are varied. It is generally agreed that controls will be on for part of 1953, and that Federal restrictions on the use of sheet steel would hurt the industry most critically. Price controls always (Continued on page 116)



The gun that looked 100% "perfect"
...yet never "fired a shot"

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



How we "study characters"
before they can damage your business

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



The guinea pig that "runs a fever"
to bring you better picture tubes

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



99.9% pure phosphor...
yet we throw it away

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.

The evidence is clear...

RCA safeguards your reputation...
with tubes of unequalled quality

In RCA Tubes and Kinescopes
the difference is top-quality control

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES **HARRISON, N. J.**
TMK, ©



A DOUBLE-TAKE
to safeguard your reputation

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



The Torture Chamber
that tests the strength of RCA Picture Tubes

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



How we get "just what's just right"
for RCA picture-tube screens

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



Quality control by feedback
...the secret of RCA tube performance

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



The Million-Dollar Test Equipment
...that pays off in better picture tubes

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.



Take a look at quality being born

The RCA gun is a vacuum tube that is used in the production of picture tubes. It is a gun that looks perfect, but it never fires a shot. This is because it is a gun that is used in the production of picture tubes, and it is not a gun that is used in the production of picture tubes.

RADIO CORPORATION of AMERICA
HARRISON, N. J.

The most
significant
news
of
1953

The New
Preway
Electric Ranges

pace-makers
in
sales appeal



Model 35221

high voltage seven-burner automatic burner, deep well, fully automatic push button controls, top open view.



Model 35221

features large double oven and double storage compartment.



Model 35201
a great performance in a 24" size.



Model 35201
compact range with
voltage features.



Model 35201
fully automatic
four-burner
apartment range.

Space 549A

American Furniture Mart
Chicago

Space 509

New York Furniture Exchange
New York

Preway's big pitch for '53 is the introduction, at the Winter Markets, of a line that's higher styled than ever before, and augmented by a new, advanced electric range — the Corral. This big, new, deluxe model really shows the best that others offer in automatic cooking and baking features, and it carries the magnetic Preway price tag — well over a hundred dollars less than the bracket it belongs in.

That's leverage, Mr. Dealer, real selling leverage that moves ranges right out of your store. It's the basic formula of VALUE — more, much more for the money — that has carried the growing Preway line to success in six short years... for it was only in 1947 that Preway modestly announced three small electric built to last and priced to sell. Ever since, Preway has been forging forward as dealer after dealer awakened to opportunity and promoted this golden line that always makes the profit you want to make on every sale.

So plan ahead to be ahead with Preway, and make it your way to a solid selling year in '53. Hundreds of dealers everywhere already are. Phone, wire or write for the happy facts.

*sales-makers
in
price-appeal*

*money-makers
in their appeal
to you*

*and
Preway
Gas Ranges
keep the selling
temperature
hot*



fully automatic high voltage controls, high voltage oven heat collector burners, deep well, double oven, see for cooking and baking, see for warming, two deep storage drawers.



high voltage burners, deep well, fully automatic, storage compartment and drawer.



fully automatic high voltage controls, high voltage oven heat collector burners, deep well, double oven, see for cooking and baking, see for warming, two deep storage drawers.

You need something more than an attractive look — which Preway has — to get a second look from buyers these days. That something more — which Preway also has — is an eye-catching price tag. In combination with functional features and quality construction that matches the best that others offer, this advantage gives you a robust promotional edge over competition. And you can afford to keep the selling temperature hot, not just some of the time, but all of the time, because Preway gas ranges like the electric, always provide a full profit margin for you.

When a line like this, does a job like that, you owe it to yourself to know the particulars. Phone, wire or write for the hard-hitting facts.



Model 35721 cove light, electric clock and interval minute minder, appliance outlet. See open view.



Model 35721 giant size oven, broiler below; two drop-door storage compartments.



Model 35795

loaded with solid construction features common to all Preway gas ranges.



Model 35796

cove light, electric clock and timer, giant oven, broiler below, flush-to-wall installation.



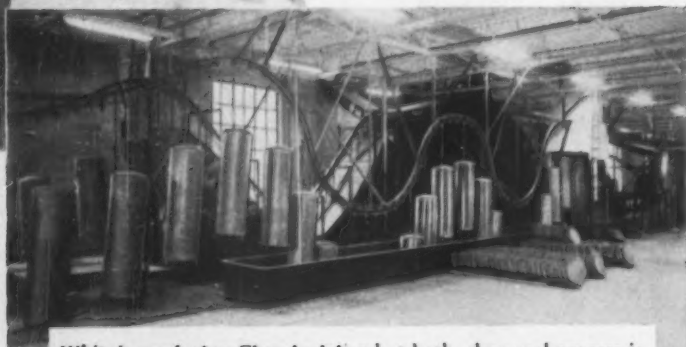
Model 35711

cove light, electric clock and timer, giant oven, broiler below, storage compartments.

Prentiss Wabers Products Company
9153 SECOND STREET N., WISCONSIN RAPIDS, WISCONSIN



A
quick wash
isn't
enough!



White's exclusive Zinc-In-izing hot-bath, slow cool process is so long and leisurely that White's strong steel water heater tanks literally SOAK UP the zinc. There's much more zinc in our tanks than in ordinary tanks which get only a quick dip in the galvanizing bath. The result is: White offers a far more durable, protective coating, inside and out . . . which means a far better product for you to sell . . . a quality buy for your customers.

White
Built-in QUALITY Features

FILM OF FLAME.
Single port burner in gas Water-Hotter means NO clogging—ever. Amazingly fast "pick-up" for PLENTY of hot water when you want it.



6.9% MORE HOT WATER
than most utility requirements, in electric models, because White's exclusive Water-Hotter baffle diffuses and tempers incoming, cold water.



—plus 14 built-in construction features that prove White's superiority . . . build higher profits for you. For full details of the complete White Proved Profit story, write your distributor or mail coupon today.

WHITE PRODUCTS CORPORATION
Middleville, Michigan



ELECTRIC—Round or table top models
GAS—Round models only



Water Heating Specialists
Since 1930!

WATER-HOTTER
AUTOMATIC WATER HEATERS
Electric or Gas

NATIONALLY ADVERTISED!

MAIL COUPON
Today
FOR MONEY
MAKING FACTS!

Patented Copyright, 1952
White Products Corp.

WHITE PRODUCTS CORPORATION—Dept. M-1
Middleville, Michigan
Please send us the White Proved Profits story with "Fourteen reasons why they buy White." My business letterhead is attached.

My Name _____
Address _____
City _____ Zone _____
County _____ State _____

Steel Kitchen Cabinets

CONTINUED FROM PAGE 112

have a way of working themselves out and do not usually stay in effect long enough to hurt the industry over an extended period of time. Material restrictions which hamper production in any form not only kill sales and incentives, but also obliterate acceptance that sales effort has built up.

If no world crisis develops in the meantime, one executive reported, present controls will be relaxed or permitted to expire in mid '53.

Some price increases were reported for 1952 from a few manufacturers in accord with the increases in cost of steel going into their products, which was a small percentage. However, the OPS didn't see fit to permit the manufacturer to compensate for labor costs resulting from union negotiations in 1952. Some feel that prices will be increased about 2 percent in 1953 to cover the additional increased costs.

Materials such as stainless steel, aluminum and nickel are not expected to be short in 1953, but if shortages should develop which would reduce the production volume, they believe that there would be a definite curtailment in sales promotion efforts and advertising. One company has increased the budget for 1953 slightly as an insurance against guessing wrong on the possible shortage that they expect in steel.

Some Changes

There were a number of changes in the industry during 1952. Some companies increased the number of dealerships during the year and find that the active newcomers were the kitchen modernization firms and plumbers. There were changes in features, such as colored cabinets, but one company stoutly maintains that, "The public appears to be sold on white kitchen cabinets and kitchen appliances, with color entering the kitchen by means of colored walls, wall paper and counter tops. We further feel that colored cabinets in appliances will be, in general, limited to special, custom-built kitchens in the future."

Some evidence seems to point the other way. Many companies have offered colored cabinets this year that did not have color to offer in the past,

but there didn't seem to be any more pressure than in 1950 or 1951. The consumer actually expected more changes in feature cabinets.

But what about manufacturers? It is generally believed by industry officials that there have been withdrawals from the industry, but the facilities have been acquired by people who will manufacture a similar product. One thing that keeps others from entering the steel kitchen field is expensive tooling. There was a slight reshuffling with companies outside the field buying up kitchen manufacturers to have a wider line in the appliance industry, one official explained. One West Coast company was reported going out of the kitchen cabinet business and devoting their production to other products.

Good Improvement

As for what the manufacturers think, it is easy to glance at their feelings from the progress of the Steel Kitchen Cabinet Manufacturers Association. Starting with the highly satisfactory number of 17 companies, the present membership consists of 22 producers of steel kitchen cabinets at the end of its first year.

A sales promotion and advertising committee is looking toward establishing a program of sounder activity. Another committee, a packaging transportation and traffic committee has accomplished helpful results on the important subject of transportation cost and related subjects, one of which is participation in the National Safe Transit program. All in all, the Association under the leadership of M. M. Miller, president of Miller Metal Products, Baltimore, Md., has brought the first chance for manufacturers (around 95 percent of the kitchen cabinet industry) to discuss and solve problems that can't be handled individually.

The Association came out of the neophyte stage early. Quarterly meetings have helped the organization solve problems as soon as they develop, and with a wider membership than any other group, there is a better chance to continue all phases of association work instead of the work on standards.

End



To help you sell more appliances

The story of the broadest, most effective
appliance selling operation
of its kind in America

It's the woman who counts

Make no mistake about who does the buying of appliances. It's the little woman. Your appliance sale starts when she finds herself with more work than time.

Look at it this way: Appliances are designed for HER . . . to speed *her* work . . . make *her* job easier . . . to help *her* take better care of the family. She is the one who must be SOLD.

How? Simply show her the facts in the right way. She is constantly looking for time-saving ideas . . . and putting them to work in her own home.

Where is the best place to show her these facts?

In a magazine like McCall's where millions of women turn every month for homemaking ideas.

McCall's special mission is to educate, *sell* women on better ways of doing things . . . with appliances.

McCall's talks to women as one woman to another, enjoying their confidence as no other kind of media can hope to enjoy it.

No merchandise moves
until the woman is sold . . .



McCall's

...to help you sell

2 Women...women...women (and still more women!)

Over 4,400,000 appliance-buying women buy McCall's.

McCall's is now the third largest of *all* magazines . . . and is still growing!

Every month for the last two years, McCall's monthly circulation has gained over the same month of the preceding year.

This is a record of continuous growth unmatched by any other mass magazine.



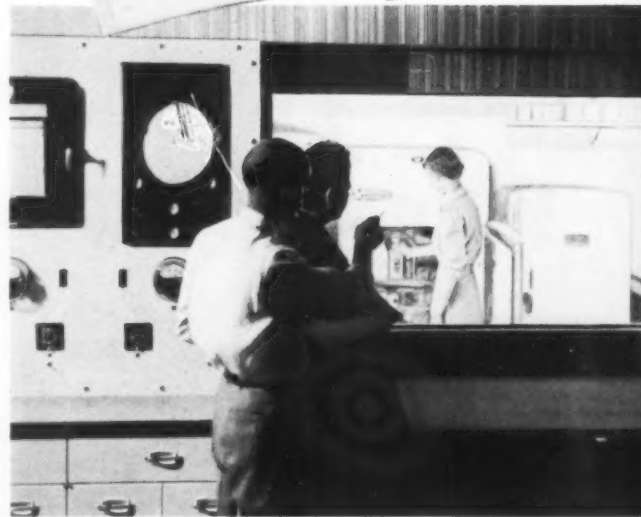
3 More appliance editorial

In 1952, again, McCall's devoted more editorial space to selling appliances than any other mass magazine for women.

Utility sales executives, polled by a large manufacturer, overwhelmingly vote McCall's "the consumer magazine doing the best editorial job of educating readers to the advantages of owning modern home appliances."

McCall's appliance editorials ring true . . . and for very good reasons:

- ▶ **McCall's knows women.** McCall's is continually studying its audience . . . knows how they live and how they plan to live.
- ▶ **McCall's knows appliances . . .** is constantly checking all kinds of appliances under "field" conditions in McCall's ultra-modern test laboratories. Manufacturers have come to value McCall's appliance testing services. Result: When McCall's speaks out on appliances women (and manufacturers) listen.



over 4,400,000 homemakers get ideas from

more appliances

4 More appliance advertising pages

More and more appliance advertisers are investing in McCall's.

In 1952 McCall's carried more advertising for major appliances and electric housewares than any other magazine in its field.

McCall's is the only woman's service magazine in which these advertisers spent more money in 1952 than they did in 1951.



BLUE CHIP RECOGNITION OF THE POWER OF McCALL'S →

5 Vigorous promotion program based on sound selling ideas

How McCall's Home Service Bulletin creates appliance sales

Every month public utility Home Service Women and sales executives, distributors, electrical leagues and top retailers—7500 in all—receive McCall's Home Service Bulletin.

Chock full of timely appliance ideas, the Bulletin sells side by side with these people.

Special issues—which include a listing of product literature for Home Economics Teachers—have produced requests for millions of pieces of advertisers' literature.

There is nothing else like it in the industry.

McCall's Home Service Awards ... encouraging sales efforts by Public Utility Home Service Women

For years McCall's has worked closely with the nation's top utilities and their Home Service Women.

Twin awards—for Gas and Electric industries—have been presented by McCall's annually for the past 12 years to recognize outstanding Home Service achievement.



... from ...

McCall's

...to help you sell more appliances

► 48,500 women attend table-setting contests which dramatize use of dishwashers and automatic laundries

In May 1952, McCall's showed its millions of homemakers how dishwashers and home laundries make it easy to entertain graciously and frequently.

Simultaneously, five great public utilities and McCall's launched table-setting contests, backed by hundreds of local dealers to sell dishwashers and automatic laundries.

Result: Entries from 288 women's clubs . . . attendance by 48,500 women. Only a woman's magazine could do this kind of a selling job. Only McCall's does it so well . . . month after month after month.



► "My Kitchen" contest draws 149,894 requests for entry blanks

"Plan your kitchen as you'd like it," McCall's told its readers. "Clip out appliances from the advertising pages . . . go to the stores . . . ask manufacturers for literature. Then, paste your plan together and let us see it."

Millions of women became permanently dissatisfied with their old kitchens because of this great McCall's editorial program.

Manufacturers received requests for 220,426 pieces of literature. Contest winners received \$7,500.00 in cash plus complete duplication of winning kitchens.

McCall's received a fortune in information as to what appliances women want in their homes. For free copy of this report, "My Kitchen," write Appliance Promotion Department, McCall's Magazine, 230 Park Avenue, New York 17, N. Y.



McCall's...the third largest of all magazines



Room Air Conditioners

Both production and sales set all-time records as hot weather produces a seller's market; further increases seen for 1953

THANKS to a big assist from the weatherman, business in the room air conditioner industry last year was very good indeed.

Both sales and production reached all-time highs. The industry, which went into the 1952 season with fairly heavy carry-over inventories from the preceding year, sold all it could make and its old stocks as well. That's why industry statisticians estimate that sales in 1952 were from 50,000 to 75,000 better than the industry's production of 341,000 units.

(The 341,000 figure is an industry estimate by the Air Conditioning and Refrigeration Machinery Assn. It is based on 10 month totals, with November and December production estimated. The association's estimate of 1951 production, made late in 1950, indicated production of 251,000 units. This has been revised slightly downward to 237,500.)

Industry experts are convinced that they could have sold considerably more merchandise during the year if it had been available. That's where the carry-over inventory was something of a curse. With relatively heavy stocks on hand, even the most optimistic manufacturer had to exercise some caution in setting 1952 production rates. Then came the heat and the rush for air conditioners. Manufacturers did what they could to squeeze some extra units off the lines during the height of the season, but by the very nature of the industry, the product must be on hand when

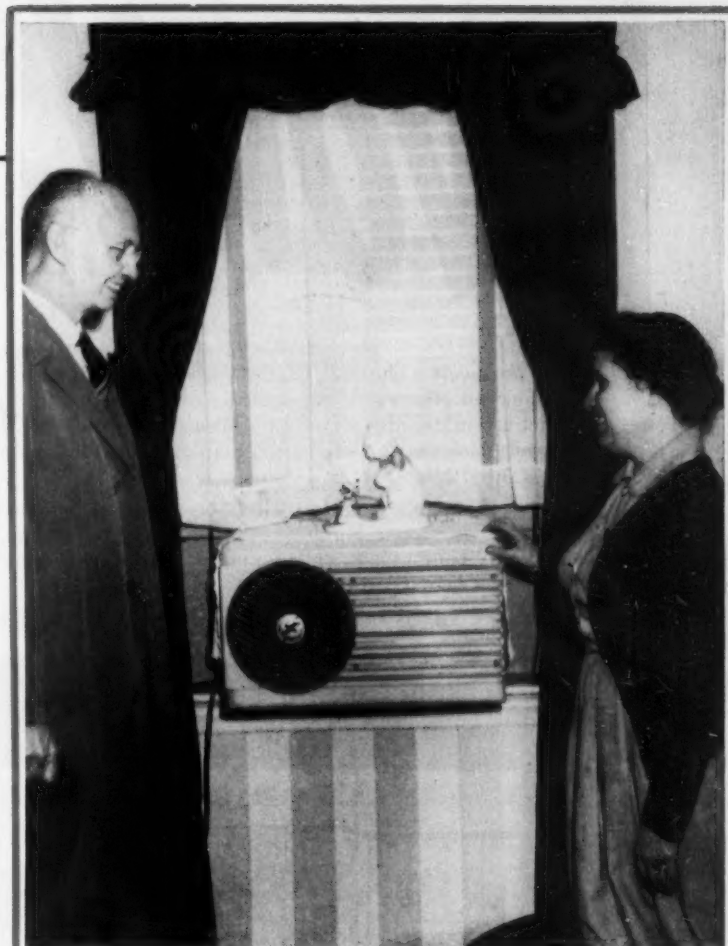
the hot summer weather hits and sales start to climb.

1953 Outlook

The cleaning out of stock in 1952 augurs well for production in 1953, since manufacturers will be able to peg their current production rates without reference to inventories on hand. Estimates of units on hand (manufacturers' inventories) at the close of 1952 range from 10,000 to 15,000 compared to something between 55,000 and 75,000 last year.

It's interesting to speculate on how much more business the industry could have sweated out of the public during the summer weather if the merchandise had been available. Guesses on this range. One firm says the total would have hit 500,000, another says 20 percent higher than it actually was, a third says volume could have been doubled and a fourth guesses that between 50,000 and 75,000 additional units could have been sold. Manufacturers blame the shortages on overhanging inventory and on distributors' failure to make firm commitments in advance for 1952 orders. One firm says uncertainties with regards to available materials "made it impossible to plan realistically."

For the year ahead, manufacturers are surprisingly uniform in their sales guesses. The lowest is 475,000 units; several are pegged at 500,000 and one firm estimates 550,000. With inventories low at the end of the 1952 season, almost all of the 450,000 to 500,

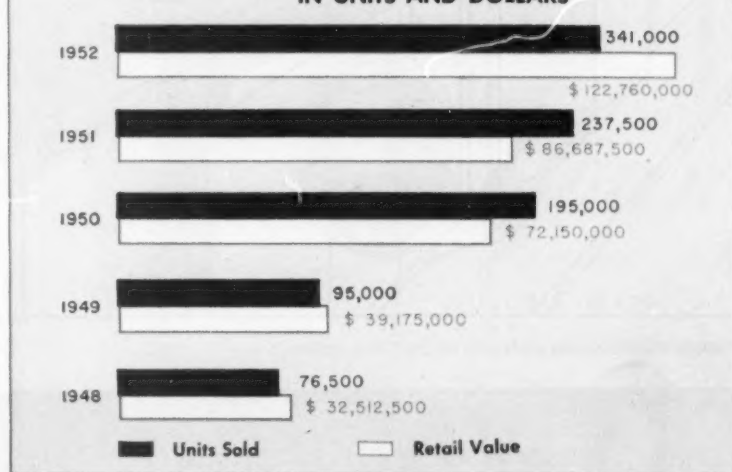


TWO YEARS STATISTICAL SUMMARY

Air Conditioners, Room

1952		1951
341,000	Units Sold	237,500
\$360	Average Retail Price	\$365
\$122,760,000	Retail Value	\$86,687,500
(Jan. 1953)		(Jan. 1952)
560,100	Homes Owning	337,500
41,746,500	Homes Without	40,629,500

FIVE YEAR AIR CONDITIONER SALES IN UNITS AND DOLLARS



000 units which the industry hopes to sell this year will also have to be produced during the year. No manufacturer expresses any concern over materials shortages limiting 1953 output but several are honest enough to admit that the hot weather—or lack of it—will determine whether demand outruns supply again in 1953.

Prices Stabilized

It appears that prices have hit something of a temporary plateau, with 1952 price tags just about even with those for the preceding year and with few manufacturers indicating that there will be increases in 1953. There are upward pressures on air conditioner manufacturers—costs of labor and material tend to be up—but most firms feel that increased volume and competition within the industry will act as a deterrent to any sharp rises.

Strange as it may seem, the price structure of the industry at the retail

level was fairly uncertain, even with demand outrunning supply. Some retailers continued to sell at varying discounts from list prices, even though merchandise was in short supply.

Even though the industry set an all-time sales mark during the year past, there remained considerable dissatisfaction over the merchandising techniques used. Price cutting in the face of heavy demand is, of course, symptomatic of underdeveloped merchandising know-how.

One manufacturer puts it this way: "I have very low regard for the merchandising efforts in any area. I am afraid that too much of the attention to this business has been on dealing and price cutting rather than on doing a sound promotional and selling effort on the part of all factors in the industry. Here is a business with a wonderful future and yet the degree to which it is a worthwhile business de-

(Continued on page 124)

NOW! Her choice of top materials

"Give prospects a choice!" That's a proven sales method! And now you can offer every prospect her choice of the 4 greatest cabinet top materials—genuine Formica, Youngstown Kitchens Cusheen, linoleum and edge-grain maple—in the most popular, most wanted colors.

Now you can concentrate entirely on selling the advantages of steel Youngstown Kitchens—the durability, beauty, versatility and timesaving, work-saving convenience of the steel kitchen that is best-known by 5 to 1.

Here's an added sales point to boost your standing as a

custom kitchen planner: You'll be offering the prospect the *type* of material best suited to her taste and needs.

Genuine Formica, Youngstown Kitchens Cusheen, linoleum and edge-grain maple cabinet tops are the best money can buy. They're available at your Youngstown Kitchens distributor's in sizes for all Youngstown Kitchens base cabinets.

Contact your Youngstown Kitchens distributor for display sample tops.

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO



Raise prospect interest by showing these 4 greatest cabinet top materials in their best colors.

Modern today... modern to stay—

the 4 greatest cabinet

for Youngstown Kitchens Base Cabinets

Genuine Formica

Famous, nationally advertised Formica in its four best colors: Pearl Gray, Yellow Moonglo, Red Moonglo, Green Moonglo. Handsome patterns and colors have depth and brilliance, won't fade. Long-wearing. Sanitary.

Extremely smooth, hard surface won't craze or crack and resists scratching. Unharmed by ordinary solvents, alcohol, boiling water, ordinary household acids and alkalies. High-pressure-laminated plastic bonded to steel.

Cusheen

Youngstown Kitchens Cusheen in nine best colors and patterns: Black, Marble Black, Chinese Red, Marble Red, Blue, Marble Blue, Green, Marble Green and Stone. Resilient surface cushions dishes, reduces breakage.

High impact recovery. Clatterproof. Durable. Amazing resistance to abrasion, heat, sunlight, food acids, alkalies, alcohols, solvents, hot greases and oils. Vinyl cabinet top material, six laminated layers, bonded to steel.

Linoleum

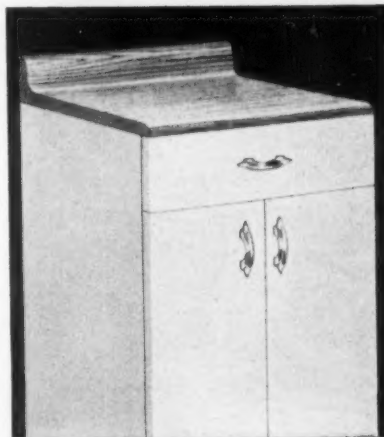
Finest-quality linoleum in three most popular colors: Black, Chinese Red, Marbelle Red. Attractive, uniform coloring. Easily waxed to brilliant, lasting sheen. Easy to maintain.

Resilient—quiets clatter, helps reduce dish breakage. Durable. Does not chip or crack. Resists discoloring caused by alkalies of many soaps or by food acids. Bonded to steel.



Linoleum, Youngstown Kitchens Cusheen and genuine beauty-bonded Formica are available in all standard unit sizes.

Edge-grain Maple



Tough as a butcher's block, as beautiful as furniture. So handy for carving and trimming meats, preparing and dicing vegetables... all the thousand-and-one kitchen jobs involving cutting. Every kitchen should have at least one.

Made of hard, thick maple, laminated side to side with edge-grain surface. Available to fit all standard Youngstown Kitchens base cabinets.



Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

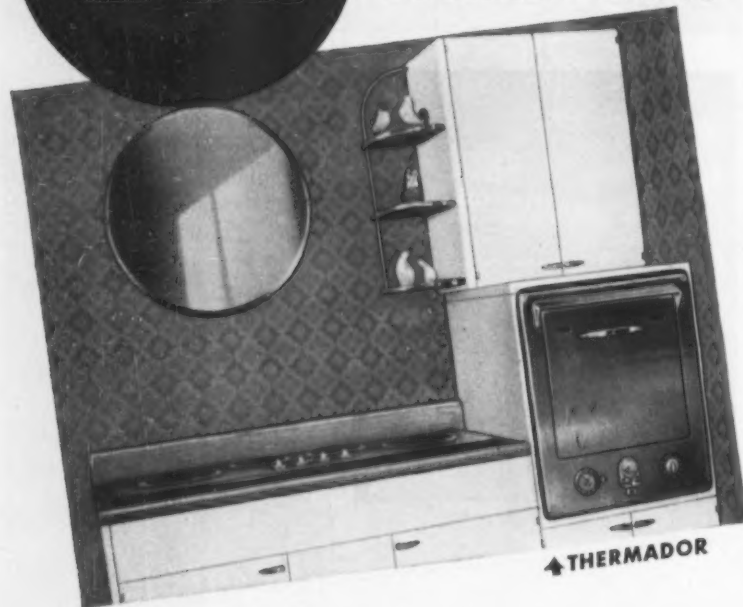
Youngstown Kitchens are sold throughout the World

Youngstown Kitchens—best-known by 5 to 1

Another "SALES-PLUS" from LYON



LYON CABINETS for BUILT-IN COOKING UNITS



• Another example of LYON's leadership in design and completeness of line. If you're interested in more features that sell more kitchens at a bigger profit, write for the complete story. There may be a LYON dealership available in your territory.

LYON METAL PRODUCTS, INCORPORATED
General Offices: 121 Monroe Avenue, Aurora, Illinois
Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA
Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

- Shelving
- Lockers
- Stools
- Bin Units
- Bar Racks
- Kitchen Cabinets
- Cabinet Benches
- Storage Cabinets
- Drawing Tables
- Tool Boxes
- Economy Locker Racks
- Part Cases
- Filing Cabinets
- Toolroom Equipment
- New Freedom Kitchens
- Display Equipment
- Flat Drawer Files
- Revolving Benches
- Wood Working Benches
- Hanging Cabinets
- Folding Chairs
- Work Benches
- Bench Drawers
- Service Carts
- Sorting Files
- Drawer Units
- Tool Stands
- Hopper Bins
- Shop Boxes
- Tool Trays
- Shop Desks

Room Air Conditioners

CONTINUED FROM PAGE 121

depends upon the sound objective merchandising effort the industry puts behind it."

Merchandising at the manufacturer level is apparently stronger than at distributor or dealer levels and the promotional materials supplied by some firms are extremely impressive in both variety and quality. Even so, some industry critics have felt that too much emphasis is being put on comfort to the neglect of the health story which they feel the trade should emphasize.

Who Did the Business

Appliance dealers got a good share of last year's business, though their exact share of the market is still debatable. Guesses by manufacturers range from 40 to 80 percent, depending on the type of distributive channels employed by the particular manufacturer. The remainder of the business was handled by air conditioning and heating contractors, industrial distributors and direct manufacturer sales to large accounts.

Sales to home owners accounted for a large share of the market last year. Manufacturers estimate that about 60-65 percent of units now go into the home, although one firm places this figure at 80 percent.

Saturation during the year increased from 0.8 percent to 1.3 percent, helped upward by good sales and the fact that so many units went into homes. One factor complicating any estimate on saturation is the problem of how many home owners have more than a single unit in their houses. Mitchell Mfg. Co. last year completed a study of the Chicago market and in a copyrighted survey indicates that the average owner of a room air conditioner owns 1.8 units, indicating that multiple ownership is relatively common.

Quite naturally, the largest markets appear to be in southern states with northern metropolitan areas also important. One firm splits it up this way: southeast and southwest account for 60 percent of the total volume, the northeast, north central and central for 38 percent and the West Coast

approximately two percent. Another firm says that sales are "concentrated in the South with Texas and Oklahoma accounting for about 30 percent of sales. New York and northern New Jersey is probably the next major market. Other important states are Louisiana, Florida, Pennsylvania and Illinois."

The 3/4 hp. unit is still the most popular size. Here's the way three firms break down production by size:

Size	Firm A	Firm B	Firm C
1/2 hp.	10-12%	7.1%	10%
3/4 hp.	20	20.3	20
1 hp.	57-60	49.0	55
1 1/2 hp.	13-15	20.18	15
Floor units		2.8	

(ACRMA estimates that three percent of the 341,000 units produced last year were floor type units, with the remainder window-type models.)

Problems

Manufacturers see a variety of design problems ahead which will influence model changes in the future. Most frequently mentioned is the problem of reducing unit size and noise levels. Appearance of the unit and ease of installation are other problems also under consideration. During the year many firms added thermostatic controls to their units, producing an automatic air conditioner. One manufacturer listed design of a unit which could be "economically adapted to casement windows" as an outstanding problem. (During the year, one firm entered the market with a unit designed specifically for installation in such windows.) Most highly publicized product development of the year was Mitchell's inclusion of a heating element in its 1953 lines.

As indicated previously, there are a number of merchandising problems for the industry to handle in the years ahead.

But the problems that lie ahead aren't dampening the enthusiasm of manufacturers as they head into the 1953 market. With any kind of assist from the weather they should be able to set a new all-time record. End



SALES-~~HOT~~ because it's "Touch-Cool"



DVRCK-45

THE GREAT *NEW*
Dearborn®
Guard-O-Matic
GAS AREA HEATER

The **ONLY** fully vented, radiant, circulating gas area heater on the market with Touch-Cool Cabinet!

Take it from dealers all over the country—the new Dearborn fully vented GUARD-O-MATIC area heater is *sales-hot* because it's "touch-cool"—today's hottest sales feature.



TOUCH-COOL—the remarkable GUARD-O-MATIC never gets hot on top, sides or bottom, yet gives an abundance of circulating and radiant heat. Because your customers can put flowers, books or bric-a-brac on top of the GUARD-O-MATIC you can proudly sell it as a beautiful piece of furniture. The GUARD-O-MATIC is available in three popular sizes:

30,000, 45,000 and 65,000 Btu input capacities.

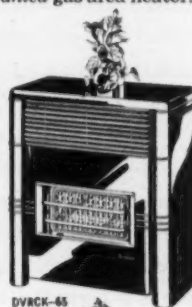
The "touch-cool" cabinet—now available on both vented and unvented models—plus all the other outstanding features makes Dearborn America's *most wanted* gas area heater.

Compare! ONLY DEARBORN GIVES YOU ALL THESE FAST-SELLING FEATURES!

- Touch-Cool cabinet—never hot on top, sides or bottom.
- Famous High-Crown Burner—gets more heat from fuel for greater economy.
- Glo-Brite Radiants—for more efficient combustion, more radiant heat.
- Front-facing louvers—no more streaked walls, no more soiled ceilings.
- Automatic lighting with 100% safety pilot.
- Choice of 4 types of automatic controls—for most convenient operation.

WRITE FOR DETAILS
"The Story of Area Heat"

AGA approved for all types of gas.



DVRCK-65



DVRCK-30

THE ORIGINAL
"Touch-Cool"
AREA HEATER

The famous Dearborn unvented
COOL SAFETY CABINET

Available in 12,000, 20,000, 25,000, and 35,000 Btu input capacities.

DEARBORN—
YOUR BEST BET FOR SALES,
FOR PROFIT!

Dearborn®
STOVE COMPANY
CHICAGO • DALLAS

DEARBORN STOVE CO., 5830 N. Pulaski Road, Chicago 30, Ill.

I'd like to know more about area heating. Please send me a free copy of your booklet, "The Story of Area Heat."

Name _____
Firm Name _____
Address _____
Town _____ Zone _____ State _____

new!

**Pedestal DYNAFAN
MP 525 HV**

Adjustable from 64" to 84". Moves 3850 cubic feet per minute. New wind-tunnel tested blades with power and capacity for large area.

Ideal for restaurants, stores, factories, churches, schools and large homes. 20" weighted base.



pluck your profits out of the air

with **Mimar Dynafans**

In designing these sensational Dynafans,

Mimar Products, Inc., included every feature the customer wanted for complete comfort control in his home.

Dynafans feature *high velocity*, which means moving roomfuls of air in minutes. And Dynafans produce perfect ventilation wherever it is needed—from cellar to attic.

They are completely *versatile*—one Dynafan can cool hot spots—warm cold areas—draw in fresh air—exhaust stale air. All Dynafans are completely portable, require no installation, are usable in every season, harmonize with any interior decoration.

There is a Dynafan to fit every customer's need—air volumes moved range from 2500 to 3850 cubic feet per minute.

Finally, *all* Dynafans carry a 5-year guarantee.



**DYNAFAN
MP 525 HV**

High Velocity. Portable. Quiet. 22½" High, 13½" deep, 21" wide. Useful from cellar to attic.



**STARFLECTOR
Combination
FAN-HEATER
MP 300**

Versatile—Cools, Heats—Ventilates. 16" High—8" Deep—14¼" Wide. Year-around use.

**MIMARVEL
Hair Dryer**

Tilttable, portable. Small space Heater. Dryer. Also Cools. Completely Versatile. 11" x 9¼" x 5½"



See these sensational Dynafans in action, try them yourself...contact Mimar for all details.

MIMAR PRODUCTS, INC., Brooklyn 5, New York

Branches: El Monte, California • Chicago, New York

Radio

Clock radios double their volume and portables gain, although total home set sales fall more than 2-million units. 1953 may see a further decline

WHILE 1952 production of home, clock and portable radios failed by over 2,000,000 sets to equal the 1951 output, 1952 was one year when the decline could not be blamed upon the competitive inroads of television so much as upon conditions affecting the entire appliance industry. And, to further confound those Cassandras who have predicted radio's death from TV's evil eye, some types of radios actually made substantial gains.

Home radio output, which did not gain, as based on RTMA figures, was 3,601,770 units, which, at an average retail price of \$34.25, amounts to a dollar value of \$123,360,600. These figures compare unfavorably with 1951's production of 6,751,400, an average price of \$34.25 and a total retail value of \$231,235,000. Either year is, of course, a far cry from the 14-million unit records set in 1946 and 1947.

However, both portable and clock radios won new public acceptance in 1952. Portable sets, admittedly still far behind the 2,642,700 units record of 1948, exceeded 1951 production by over 30,000. The 1,367,310 sets (as compared with 1,332,990 in 1951) sold at an average retail price of \$31.00 for a retail worth of \$42,386,600 (\$41,322,700 in 1951).

Clock radios, those electronic alarm clocks with diplomatic training, took a tremendous forward stride in public acceptance by more than doubling in both units and dollars. Sales in 1952 totalled 1,630,300 for a total retail

value, figured at an average price of \$39.50, of \$64,396,800. These figures compare very favorably with 1951's production of 777,000 units, a \$39.50 average price, and a total retail value of \$30,691,500.

Super Saturation

Saturation figures don't mean much when applied to radio, simply because so many homes have more than one set in use. In January, 1952, for example, there were, according to a committee of radio network executives, 105,300,000 radios in the U.S. Some 42,800,000 of these, said the committee, were in households with at least one radio. Secondary and portable sets totalled 34,000,000. Adding to these 23,500,000 sets in cars, 900,000 in institutions and 4,100,000 in other places brings the total to 105,300,000. Homes averaged 1.8 sets each, not including automobile sets. As a result of this duplication, our figure of a 96.2 percent saturation of 43,720,000 homes indicates only the proportion of homes which have at least one set.

Radio, like TV, suffered from the related ills of over-production and price cutting in 1952. Distributor inventories at the beginning of the year were reported by the RTMA at 557,032 home sets, substantially greater than the 440,000 at the beginning of 1951 or the 219,800 at the beginning of 1950. Obviously, these inventories, which are only indicative of the what inventories must have been all through the industry,

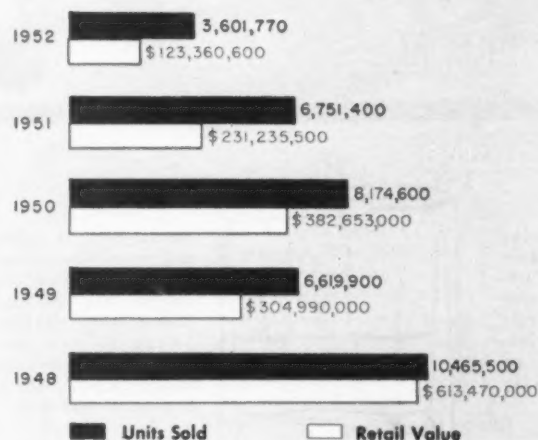


TWO YEARS STATISTICAL SUMMARY

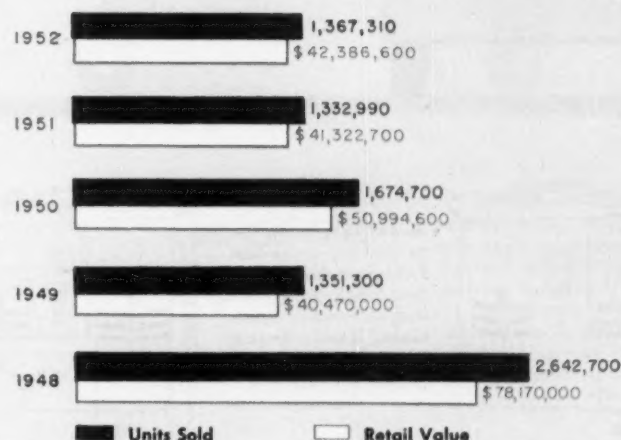
1952	Radio Receivers	1951
3,601,770	HOME Units Produced	6,751,400
\$34.25	Average Retail Price	\$34.25
\$123,360,600	Retail Value	\$231,235,500
1,367,310	PORTABLE Units Produced	1,332,990
\$31.00	Average Retail Price	\$31.00
\$42,386,600	Retail Value	\$41,322,700
1,630,300	CLOCK Radios Produced	777,000
\$39.50	Average Retail Price	\$39.50
\$64,396,800	Retail Value	\$30,691,500

had to be disposed of along with the continuing shipments from manufacturers. A good example of the problem facing the industry's sales arm is the fact that distributors shipped 781,924 sets to dealers during the last month of 1951—and still had inventory (Continued on page 132)

FIVE YEAR HOME RADIO SALES IN UNITS AND DOLLARS

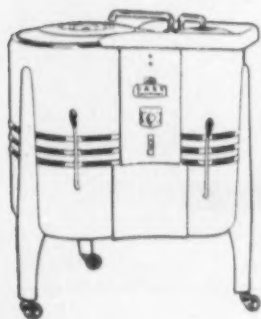


FIVE YEAR PORTABLE RADIO SALES IN UNITS AND DOLLARS

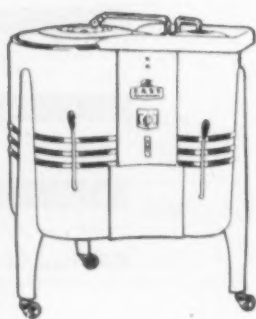


**IT'S GREAT
TO BE IN
THE MIDDLE**

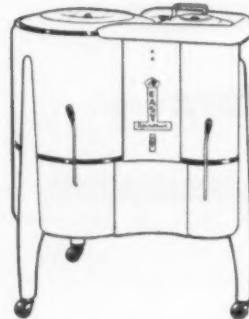
*where you have a clean shot
at 3-way washer profits!*



Model 536. New, improved top-o-the line Easy Spindrier with new Single-Shift Control, Automatic Spin-rinse, Handy Swing Faucets, Built-in Filter. Deluxe throughout.



Model 534. A Value Leader! Easy Spindrier with Spiralator Washing Action, Power Flush-rinse, Handy Swing Faucets, Automatic Overload Switch. Specially priced to move!



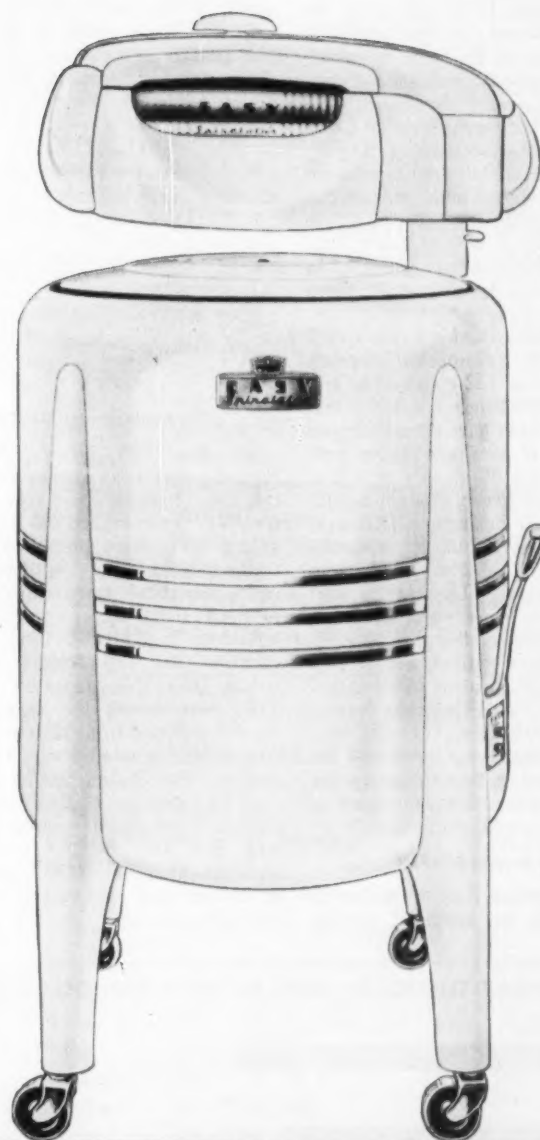
Model 532. A price and promotional Easy with most-wanted features. Has Power Flush-rinse, Handy Swing Faucet and Automatic Overload Switch. Looks like a big value—and it is!

It takes all three in '53

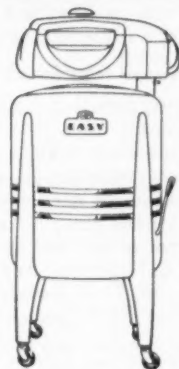
SURE, every dealer knows it takes all three types to cover the entire washer market. But these days lots of 'em are concentrating on the great middle market—and that's where Easy shines!

First of all, the Easy Spindrier completely dominates the highly profitable Spinner market. Next, the new Easy Spindrier line for '53 is priced *right*...from the highly promotional 532 to the deluxe-featured Model 536. In fact, *Easy prices bracket the range in which 78% of all conventional washers are sold!*

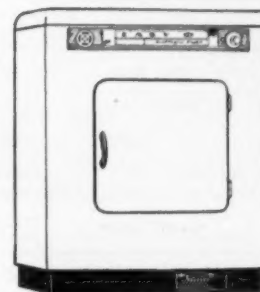
Here's another plus too. In the past 6 years Easy's share of the conventional washer sales has jumped a whopping 30%. So be sure you're getting your share of these big *extra* profits. Push the Easy line that makes it great to be "in the middle" and gives you a clean shot at 3-way washer profits! Easy Washing Machine Corporation, Syracuse 1, N. Y.



Model 101. Finest Wringer Washer money can buy! Complete with Spiralator Washing Action. Massive Streamlined Safety Wringer, Guardian Roll-Release Bar. A top-quality Wringer inside and out.



Model 102. The low priced, high-quality Easy promotional Wringer. Loaded with eye appeal and famous Easy value. It's Easy's answer to consumer demand for the "best at a price".



New 1953 Easy Dryer—with single Selecto-matic Control, big 16" door opening, Sun-Ray Heating Element and Circulaire drying. A proven, profit-making *new* Dryer with plenty of sales potential. Gas and electric models.

Television

Sales near \$2-billion mark as industry moves 6,000,000 sets, bringing saturation to 46.7 percent. Middle Atlantic and East North Central states absorb nearly half of all sets sold

THE year 1952 will long be remembered in the television industry as the year in which the log jam on new broadcast station facilities was finally broken after a three year freeze by the Federal Communications Commission. During that period, over 900 applications for new stations have piled up in the FCC files and the consensus of opinion is that it will be many years before the under-staffed commission can get around to processing them all.

However, since the big freeze ended last April, the commission has approved a total of 122 commercial and nine educational telecast stations, and a handful of them have actually begun operations. If you add these new stations to the 108 already in operation before the freeze, you get a total of 230 now in business. This may sound impressive, but it is pretty small compared to the 3,147 radio broadcast stations. However, a start has been made in the right direction, and it is entirely possible that between 75 and 100 new stations will go into action this year in areas hitherto unserved. Denver and Colorado Springs in Colorado; Portland, Oregon, and Lubbock, Texas, were probably the most important stations to go on the air in 1952 from the standpoint of previously unserved markets.

Sales Results in 1952

In the meantime, despite swollen inventories and an apathetic buying

public in the first half of 1952, sales began to really spurt in the second half of the year. Preliminary figures show a total of 6,000,000 television receivers produced during the year at an average price of \$308 for a total dollar volume of \$1,691,988,000. Results for year, therefore, represented an increase of 11.4 percent in units over the 5,384,000 sets produced in 1951 and an increase of 2 percent over the \$1,658,500,000 dollar volume of the previous year.

Sales for 1952 bring total ownership of TV sets in the hands of the public to 19,751,200 and a national saturation of 46.7 percent.

The Replacement Market

Of the 246 dealers supplying accurate figures on replacements and trade-ins of major appliances and TV sets, 61 percent reported they were selling TV. This proportion is low compared to major appliances because numerous questionnaires were received from areas not yet being served by broadcast facilities. However, of the 150 dealers reporting selling TV, they reported sales of 9,625 sets during the eight month reporting period from January through August, or an average of 64 sets per dealer. The dealers further reported that 64.5 percent of their sales went to homes not already owning TV sets and that 35.5 percent represented replacement sales. The same group of dealers took in trade-ins on their television business in the amount

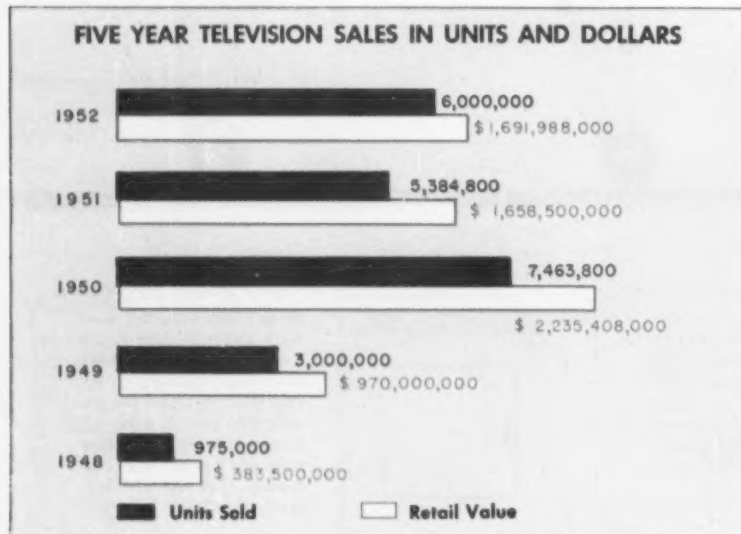


TWO YEARS STATISTICAL SUMMARY

1952	Television	1951
6,000,000	Units Produced	5,384,800
\$282	Average Retail Price	\$308
\$1,691,988,000	Retail Value	\$1,658,500,000
(Jan. 1953)		(Jan. 1952)
19,751,200*	Homes Owning	15,777,000*
22,555,400	Homes Without	25,190,000

*NBC Estimate — include installations in restaurants, hotels, etc.

FIVE YEAR TELEVISION SALES IN UNITS AND DOLLARS



of 12.3 percent based on 8 months 1952 sales. The balance of the replacement sales were either sold privately by the customer, given away, or retained as a second set in the home. Of those sets which the dealer took in trade, 42.2 percent were resold "as is"; 39.6 percent were rebuilt and resold; or a total of 81.8 percent of trade-ins disposed of. They reported that the remainder comprised 14.1 percent of sets on hand and only 4.1 percent which required junking.

Seasonal Sales Factors

Our second annual consecutive survey on monthly sales of appliances, radio and television at the retail level throws some interesting light on the seasonal movement of TV sets. The figures are for the year 1951 and show 30.92 percent of sets sold in the first quarter; 13.27 percent sold in the second quarter; 20.37 percent sold in the third and 35.43 percent of sets

sold in the fourth quarter. In other words, almost exactly two-thirds of the year's sales were disposed of by dealers in the first and last quarters of the year. The remaining third were sold in the period of April through to October. On the other hand, five year averages of television set production show nearly two-thirds being done in the last four months of the year.

Geographical Factors

Unlike the figures for most major appliance data, the television sales by regions, taken from the first nine months of 1952, do not reflect a completely accurate picture in view of the fact that large areas of the country are still unserved. However, for those who are interested in the relative importance of the nine major regions of the country, television sales-wise, the following figures may prove (Continued on page 132)

TV Stations and Saturation

State	City	Station Call Letters and Network Affiliations	No. of Stations	No. Sets in Use*	Estimated Saturation
Alabama	Birmingham	WAFM-TV (ABC, CBS, Dumont)	2	135,000	50.90
Alabama	Birmingham	WBRC-TV (NBC)			
Arizona	Phoenix	KPHO-TV (ABC, CBS, NBC, Dumont)	1	40,000	34.16
California	Los Angeles	KECA-TV (ABC)	7	1,270,000	74.89
California	Los Angeles	KHJ-TV			
California	Los Angeles	KLAC-TV			
California	Los Angeles	KNBH (NBC)			
California	Los Angeles	KNXT (CBS)			
California	Los Angeles	KTLA			
California	Los Angeles	KTTV (Dumont)			
California	San Diego	KFMB (ABC, CBS, NBC, Dumont)	1	125,000	68.84
California	San Francisco	KGO-TV (ABC)	3	481,000	48.74
California	San Francisco	KPIX (CBS, Dumont)			
California	San Francisco	KRON-TV (NBC)			
Colorado	Denver	KBTU (ABC, CBS)	2	55,000	40.20
Colorado	Denver	KFEL-TV (NBC, Dumont)			
Connecticut	New Haven	WNHC-TV (ABC, CBS, NBC, Dumont)	1	340,000	66.29
Delaware	Wilmington	WDEL-TV (NBC, Dumont)	1	124,000	85.40
Dist. of Columbia	Washington	WMAL-TV (ABC)	4	405,000	82.50
Dist. of Columbia	Washington	WNBW (NBC)			
Dist. of Columbia	Washington	WTOP-TV (CBS)			
Dist. of Columbia	Washington	WTTG (Dumont)			
Florida	Jacksonville	WMBR-TV (ABC, CBS, NBC, Dumont)	1	80,000	65.84
Florida	Miami	WTVJ (ABC, CBS, NBC, Dumont)	1	117,000	57.86
Georgia	Atlanta	WAGA-TV (CBS, Dumont)	3	230,000	53.29
Georgia	Atlanta	WLTV (ABC)			
Georgia	Atlanta	WSB-TV (NBC)			
Illinois	Chicago	WBKB (CBS)	4	1,290,000	73.68
Illinois	Chicago	WENR-TV (ABC)			
Illinois	Chicago	WGN-TV			
Illinois	Chicago	WNBQ (NBC)			
Illinois	Rock Island**	WHBF-TV (ABC, CBS, Dumont)	1	156,000	76.85
Indiana	Bloomington	WTTV (ABC, CBS, NBC, Dumont)	1	328,000	61.26
Indiana	Indianapolis	WFBM-TV (ABC, CBS, NBC, Dumont)	1		
Iowa	Ames	WOI-TV (NBC)	1	98,400	46.48
Iowa	Davenport	WOC-TV (NBC)	1	See Rock Island	
Kentucky	Louisville	WAVE-TV (ABC, NBC, Dumont)	2	162,000	64.44
Kentucky	Louisville	WHAS-TV (CBS)			
Louisiana	New Orleans	WDSU-TV (ABC, CBS, NBC, Dumont)	1	133,000	46.42
Maryland	Baltimore	WAAM	3	435,000	91.66
Maryland	Baltimore	WBAL-TV (NBC)			
Maryland	Baltimore	WMAR-TV (CBS)			
Massachusetts	Boston	WBZ-TV (NBC)	2	967,000	86.25
Massachusetts	Boston	WNAC-TV (ABC, CBS, Dumont)			
Michigan	Detroit***	WJBK-TV (CBS, Dumont)	3	753,000	79.46
Michigan	Detroit	WWJ-TV (NBC)			
Michigan	Detroit	WXYZ-TV (ABC)			
Michigan	Grand Rapids	WOOD-TV (ABC, CBS, NBC, Dumont)	1	188,000	49.01
Michigan	Kalamazoo	WKZO-TV (ABC, CBS, NBC, Dumont)	1		
Michigan	Lansing	WJIM-TV (ABC, CBS, NBC, Dumont)	1	106,000	48.42
Minnesota	Minneapolis	KSTP-TV (NBC)	2	328,000	71.29
Minnesota	St. Paul	WTCN-TV (ABC, CBS, Dumont)			
Missouri	Kansas City	WDAF-TV (ABC, CBS, NBC, Dumont)	1	243,000	52.52
Missouri	St. Louis	KSD-TV (ABC, CBS, NBC, Dumont)	1	451,000	75.68
Nebraska	Omaha	KMTV (ABC, CBS, Dumont)	2	151,000	67.29
Nebraska	Omaha	WOW-TV (NBC)			

State	City	Station Call Letters and Network Affiliations	No. of Stations	No. Sets in Use*	Estimated Saturation
New Jersey	Newark	WATV	1	In N.Y. Metropolitan Area not separately classified.	
New Mexico	Albuquerque	KOB-TV (ABC, CBS, NBC, Dumont)	1	19,200	38.55
New York	Binghamton	WNBF-TV (ABC, CBS, NBC, Dumont)	1	93,000	42.43
New York	Buffalo ^①	WDEN-TV (ABC, CBS, NBC, Dumont)	1	305,000	85.29
New York	New York	WABD	6	3,180,000	75.00
New York	New York	WCBS-TV (CBS)			
New York	New York	WJZ-TV (ABC)			
New York	New York	WNBT (NBC)			
New York	New York	WOR-TV			
New York	New York	WPIX			
New York	Rochester	WHAM-TV (ABC, CBS, NBC, Dumont)	1	164,000	80.00
New York	Schenectady	WRGB (ABC, CBS, NBC, Dumont)	1	237,000	71.26
New York	Syracuse	WHEN (ABC, CBS, Dumont)	2	176,000	80.59
New York	Syracuse	WSYR-TV (NBC)			
New York	Utica	WKTU (ABC, CBS, NBC, Dumont)	1	75,500	64.31
North Carolina	Charlotte	WBTV (ABC, CBS, NBC, Dumont)	1	168,000	44.00
North Carolina	Greensboro	WFMY-TV (ABC, CBS, NBC, Dumont)	1	103,000	35.36
Ohio	Cincinnati	WCPO-TV (ABC, Dumont)	3	354,000	83.08
Ohio	Cincinnati	WKRC-TV (CBS)			
Ohio	Cincinnati	WLWT (NBC)			
Ohio	Cleveland	WEWS (CBS, ABC)	3	679,000	75.70
Ohio	Cleveland	WNBK (NBC)			
Ohio	Cleveland	WXEL (ABC, CBS, Dumont)			
Ohio	Columbus	WBNS-TV (CBS)	3	238,000	69.27
Ohio	Columbus	WLWC (NBC)			
Ohio	Columbus	WTVN (ABC, Dumont)			
Ohio	Dayton	WHIO-TV (ABC, CBS, Dumont)	2	208,000	74.07
Ohio	Dayton	WLWD (NBC)			
Ohio	Toledo	WSPD-TV (ABC, CBS, NBC, Dumont)	1	218,000	68.68
Oklahoma	Oklahoma City	WKY-TV (ABC, CBS, NBC, Dumont)	1	125,000	51.78
Oklahoma	Tulsa	KOTV (ABC, CBS, NBC)	1	78,800	43.11
Oregon	Portland	KPTV (NBC)	1	15,000	11.09
Pennsylvania	Erie	WICU (ABC, CBS, NBC, Dumont)	1	96,400	61.87
Pennsylvania	Johnstown	WJAC-TV (ABC, CBS, NBC, Dumont)	1	182,000	53.89
Pennsylvania	Lancaster	WGAL-TV (ABC, CBS, NBC, Dumont)	1	173,000	81.64
Pennsylvania	Philadelphia	WCAU-TV (CBS)	3	1,125,000	81.12
Pennsylvania	Philadelphia	WFIL-TV (ABC, Dumont)			
Pennsylvania	Philadelphia	WPTZ (NBC)			
Pennsylvania	Pittsburgh	WDTV (ABC, CBS, NBC, Dumont)	1	505,000	65.04
Rhode Island	Providence	WJAR-TV (ABC, CBS, NBC, Dumont)	1	237,000	58.37
Tennessee	Memphis	WMCT (ABC, CBS, NBC, Dumont)	1	159,000	58.35
Tennessee	Nashville	WSM-TV (ABC, CBS, NBC, Dumont)	1	84,800	33.19
Texas	Brownsville ^②	XELD-TV (ABC, CBS, NBC, Dumont)	1	11,100	14.19
Texas	Dallas	KRLD-TV (CBS)	2	210,000	51.28
Texas	Dallas	WFAA-TV (ABC, NBC, Dumont)			
Texas	Fort Worth	WBAP-TV (ABC, NBC)	1	201,000	59.43
Texas	Houston	KPRC-TV (ABC, CBS, NBC, Dumont)	1		
Texas	San Antonio	KEYL (ABC, CBS, Dumont)	2	103,000	59.16
Texas	San Antonio	WOAI-TV (NBC)			
Utah	Salt Lake City	KDYL-TV (NBC)	2	79,000	86.34
Utah	Salt Lake City	KSL-TV (ABC, CBS, Dumont)			
Virginia	Norfolk	WTAR-TV (ABC, CBS, NBC, Dumont)	1	135,000	58.26
Virginia	Richmond	WTVR (NBC)	1	146,000	90.96
Washington	Seattle	KING-TV (ABC, CBS, NBC, Dumont)	1	197,000	45.38
West Virginia	Huntington	WSAZ-TV (ABC, CBS, NBC, Dumont)	1	104,000	50.17
Wisconsin	Milwaukee	WTMJ-TV (ABC, CBS, NBC, Dumont)	1	375,000	91.13
Total United States			112	19,751,200	68.76%

*National Broadcasting Company estimates, November 1, 1952.
 **Figures for Davenport, Rock Island and Moline combined.

***Does not include sets in Canada reached by Detroit station.
 ①Does not include sets in Canada reached by Buffalo station.

②Does not include sets in Mexico reached by Brownsville station.

How to Sell *American Beauty* ELECTRIC IRONS

Show your customer how the THERMOSCOPE works. Explain that only American Beauty lets her regulate the temperature of the soleplate on one dial and then SEE whether she has the right heat for her fabric on ANOTHER dial. Point out that American Beauty is the only iron that provides a DOUBLE-CHECK on temperature.

Put two American Beauty irons on the counter . . . a Lightweight model and a Mediumweight model. Ask her to try lifting and ironing with each. Then ask her which weight she prefers. Tell her that both weights will iron equally well.

Ask your customer to notice how comfortably the plastic handle fits her hand. Tell her the handle stays cool while she irons.

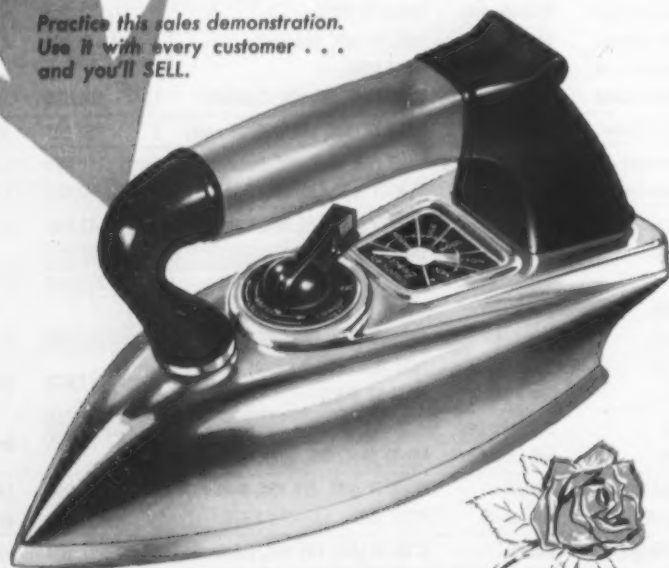
Place the cord in her hand. Tell her that American Beauty manufactures its own super-strength cord to specifications higher than are required by Underwriters Laboratories.

Ask her to stand an American Beauty on end . . . in the "at rest" position . . . and to notice its perfect balance both "in use" and "at rest."

Tell her that American Beauty is the oldest name in electric irons, and that her Mother and even her Grandmother very probably had one.

Ask again which weight she prefers, and ask if you may wrap it up for her. After you complete the sale, suggest to your customer that she give American Beauty irons as gifts for all special occasions.

*Practice this sales demonstration.
Use it with every customer . . .
and you'll SELL.*



American Beauty

ELECTRIC IRONS • SINCE 1894

AMERICAN ELECTRICAL HEATER COMPANY • DETROIT 2, MICHIGAN

Radio

CONTINUED FROM PAGE 127

panies themselves of over half a million home sets. This overstuffed inventory condition did nothing to encourage last-ditch holdouts for full list price.

Best Markets

Based on manufacturers' shipments during the first nine months of the year, the Middle Atlantic states absorbed the biggest percentage of the national total—21.93 percent—with New York alone accounting for 10.79 percent. Second best region was composed of the East North Central states (Ohio, Ind., Ill., Mich., Wis.), which accounted for 19.20 percent of the market. The nine states in the South Atlantic area were third with a market percentage of 14.44 and the West South Central states of Arkansas, Louisiana, Oklahoma, and Texas absorbed 10.10 percent of the shipments to rank fourth.

Despite the dominance of these markets in gross sales, the replies to our 1952 utility survey show that they are by no means the outstanding areas in sales per 1,000 customers. This survey, indicating the unit absorption ability of any given market, is more important to the dealer attempting to plan sales and inventories for the coming year. For example, while the Middle Atlantic states accounted for more sets than any other region, sales there were made to only 82 out of every 1,000 utility customers, but the West South Central states, which ranked fourth in overall sales, accumulated 150 sales per 1,000 customers to lead all other areas. The East South Central region, far down on the list for proportion of total sales, made 108 radio sales per 1,000 customers and the Moun-

tain states, lowest of all in percent of total with only 3.74, made the very high average of 99 radio sales per 1,000 customers.

Best State Markets

Leading all other states in sales per 1,000 customers was Arkansas with the fabulous total of 444—nearly one set for every two customers. Some other rankings were as follows: Oregon, 343; Missouri, 238; District of Columbia, 203; Wyoming, 174; Louisiana, 158; Georgia, 156; Texas, 142; Washington, 140.

The 1953 Picture

According to one industry authority, 1953 will be the first year that television will really begin to depress radio sales, particularly the larger home consoles and combinations. This, he says, will come about not only because of the new expansion of TV into hitherto uncovered markets, but also because of the final solid establishment of television in older markets. To some slight extent this depressive effect may be offset by a growing public interest in high fidelity equipment, new technical developments such as binaural sound, and the continuing love of ever-better recorded music.

The great bulk of home radio sales will be in small sets, including table models, portables and clock radios. These last two may even show overall sales gains.

Makers have indicated no important design changes for the coming year. Prices, despite upward pressures, may hold at 1952 levels as a result of manufacturing economies made possible by such innovations as the printed circuit. *End*

Television

CONTINUED FROM PAGE 130

interesting. Prime market is the Middle Atlantic group of states (New York, New Jersey, Pennsylvania) which accounted for 24.3 percent of the year's business. A close second are the East North Central states (Ohio, Indiana, Illinois, Michigan and Wisconsin) which accounted for 22.69 percent. The South Atlantic group and the Pacific Coast group divided honors equally with 12 percent each of the total business. All other areas accounted for less than 10 percent with the Mountain states showing a slim 2.5 percent. In other words, nearly half the sets sold in 1952 were concentrated in the Middle Atlantic and East North Central areas.

Outlook for 1953

The consensus of opinion among manufacturers is that 1953 production will run somewhere between six and seven million receivers. As in 1952, production will be largely concentrated on models with 21-inch rectangular

tubes size with a 17 inch making up most of the balance. A small percentage of the production will be in the 24, 27 and 30 inch sizes. With the opening of UHF markets, two types of these UHF receivers will be made available this year—one of these will feature the strip-type tuner, the most economical where a small number of UHF stations will be operating. The second type will feature an all channel tuner, covering 12 VHF channels and 70 UHF. These sets should sell at somewhere around \$50 higher than current VHF models.

If the experience of 1952 in new market areas such as Denver and Portland, Oregon, may be taken as a criterion, about a 50 percent saturation of new areas will be achieved in the first year of station operation. In the meantime, the replacement market and "second set" sales will show greater strength in the year ahead and contribute considerably to an overall increase in the business. *End*



"WHY SHOULD I INSIST
ON CBS-HYTRON?"

"YOU PROFIT MORE!
HERE ARE
5 BIG REASONS WHY"



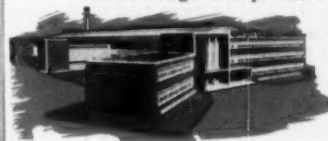
1. CBS-HYTRON IS FAMOUS... EASY TO SELL. The magic letters "CBS" are plugged for you on radio and TV station breaks... 102 BILLION times a year! CBS is known and respected by *all* your customers. CBS-Hytron is the profitable brand with endless sales assistance.



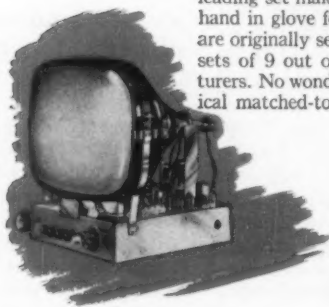
2. CBS-HYTRON SPECIALIZES IN RECEIVING TUBES. Since 1921, CBS-Hytron has concentrated on receiving types. Practice makes perfect. Put those years of know-how to work for you. Let time-proved CBS-Hytron dependability cut call-backs... make more money for you.



3. CBS-HYTRON LEADS IN TV TUBES. You know them. CBS-Hytron TV originals: 1AX2, 1X2A, 6BQ6GT, 12A4, 12B4, 12BH7, 12BY7, 12BZ7, 25BQ6GT, and the original rectangular 16RP4. Even CBS-Hytron standard TV tubes are designed-for-TV...tested-for-TV...to give you peak performance and profit.

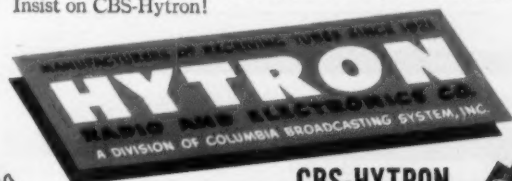


4. CBS-HYTRON IS ULTRAMODERN. CBS-Hytron is the tube of the future. Made in the world's most modern plants. On manufacturing equipment years ahead of the rest of the industry. CBS-Hytron advanced design and precision construction keep you always ahead. Give you tomorrow's trouble-free performance today.



5. CBS-HYTRON IS MATCHED-TO-THE-SET. Combined engineering skills of leading set makers and CBS-Hytron work hand in glove for you. CBS-Hytron tubes are originally set-engineered right into the sets of 9 out of 10 leading set manufacturers. No wonder CBS-Hytron is your logical matched-to-the-set replacement tube.

IT PAYS TO BE FUSSY! Just any standard brand won't do. If you want: Trouble-free, advanced performance. Maximum customer satisfaction. Minimum call-backs. More profit. Five big reasons point the way: Insist on CBS-Hytron!



CBS-HYTRON
Germanium Diodes

Complete data yours for the asking. Write
CBS-Hytron, DANVERS, MASS., today.



Electric Bed Coverings

Production sets an all-time record. At the retail level the industry splits into a two-price market and department stores begin to get more business

NINETEEN-hundred and fifty-two was a good year for the electric bed coverings industry with production hitting an all-time record.

There is considerable doubt, however, that the year was as good as some of its boosters claim or that the industry's previous record (800,000 in 1950) was broken by as wide a margin as some bed coverings people think.

Manufacturers contacted for figures on 1952 came up with widely varying estimates of industry production. Several firms guessed "at least 900,000" and hinted that the figure might well exceed the million mark. Others went to the other extreme and guessed at somewhere around 750,000 units. In the face of such widely separated estimates it is difficult to set a very firm appraisal of industry production. Best estimate at the moment is 830,000 units.

While the exact unit figure for 1952 is only an approximation, there is little doubt that the industry passed its previous record. Figures published in last January's *ELECTRICAL MERCHANDISING* have been revised on the basis of new information. The new figures indicate that 1950 was the best year in the industry history, that 1951 production fell back slightly from that record pace, and that 1952 output has now moved out 3.8 percent ahead of the previous record.

With so much of the retail end of the bed coverings business concen-

trated in the final two months of the year it is difficult to determine whether sales managed to keep pace with the record-breaking production. Analysis of sales in 1951 indicates that slightly over 55 percent of retail sales were rung up in November and December. Late in November of 1952, however, the sales manager for one of the largest firms in the industry was complaining that "nobody's doing any blanket business right now." As an excuse he offered the mild fall weather which had discouraged blanket buying. As a matter of fact, there was little sustained cold weather until Thanksgiving. Heavy snows and cold weather which made their appearance during the final week of November may have served as the stimulus which the industry needed.

Still Optimistic

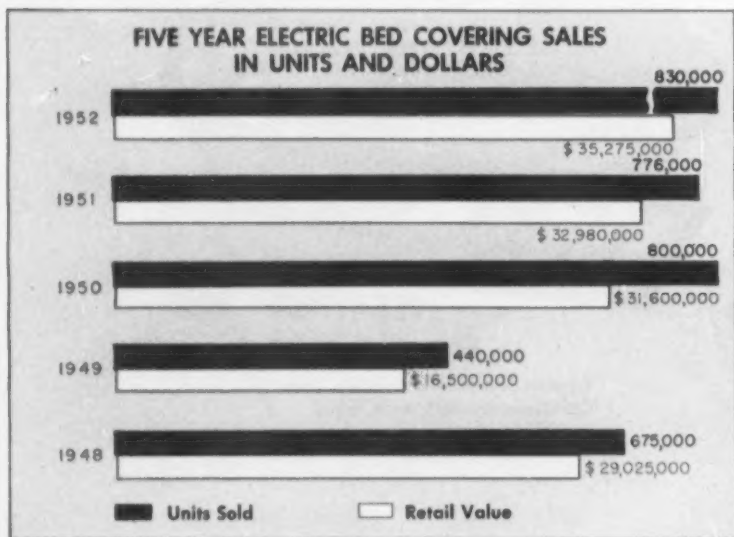
Probably because the bed coverings industry is a young one, there is little pessimism apparent in the thinking of its executives. While their guesses of 1953 production vary as widely as do their estimates of 1952 output, they are in agreement that the industry should set a new record in the coming year. There seems to be a good chance that output will pass the million mark during 1953. Most firms seem to be expecting an increase in the range of 20 to 25 percent over 1952 figures. Applied against 1952 output of 830,000 units of this would produce a 1953 figure of between 996,000 and 1,037,000.



TWO YEARS STATISTICAL SUMMARY

Electric Bed Coverings

1952		1951
830,000	Units Sold	776,000
\$42.50	Average Retail Price	\$42.50
\$35,275,000	Retail Value	\$32,980,000
(Jan. 1953)		(Jan. 1952)
3,628,000	Homes Owning	3,047,000*
38,678,600	Homes Without	37,920,000
*Revised		



Nor is the industry's optimism confined to statistics alone. Faced with a set of unusual marketing conditions during 1952, there was little outright pessimism within the industry.

As noted previously, the November weather hurt sales last year. But that wasn't the only problem. Large stocks of close-out blankets were placed on the market at reduced prices during the year. These, together with low-priced units marketed by some firms, produced a price structure ranging from approximately \$18 to well over \$60. While the higher-priced units survived the price differential more successfully than one might imagine, it is obvious that the low-end lines and close outs presented them with a difficult competitive position.

With a variance of almost \$50 on units which go no higher than \$65, it is obvious that considerable difficulty is encountered in estimating an average price. The number of close-

outs during the year also complicates the problem. It is obvious that the industry's estimated average of \$42.50 is very far from average for firms at the lower end of the industry's price range.

Whose Business

It is somewhat difficult to determine how much of the 1952 electric bed coverings business was handled by the appliance dealer, but industry estimates range between 55 and 65 percent. As time goes on this percentage figure can be expected to drop even lower—although the individual dealer can expect to handle increased sales in terms of units because of the industry's long-term growth.

Among the retail outlets stepping up their share of this business are jewelry and department stores. The increase in department store activity seems to roughly parallel the emerging

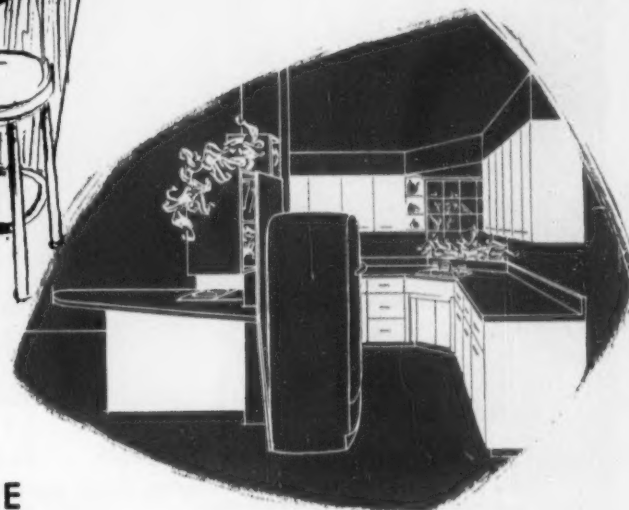
(Continued on page 136)

3 reasons why *Harrison* is a KITCHEN DEALER LINE



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of Steel Cabinets



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all the cabinets...all the accessories...all the gadgets needed for any kitchen job!

- Colors and wood grain finishes
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HARRISON IS A **quality** LINE

contemporary design...superior construction and finish demanded for luxury kitchens!

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HARRISON IS A **competitive** LINE

the deluxe custom-type features required for modern interiors...at standard prices!

- Priced for middle-income bracket
- Special-purpose units standard priced
- STANDARD cabinets in COLORS

AVAILABLE IN THESE COLORS and GRAINS

sunrise pink	natural oak
spring yellow	umber oak
elf green	natural birch
bonnie blue	knotty pine
mist grey	colonial maple
favorite white	grey oak

Harrison STEEL CABINET COMPANY
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

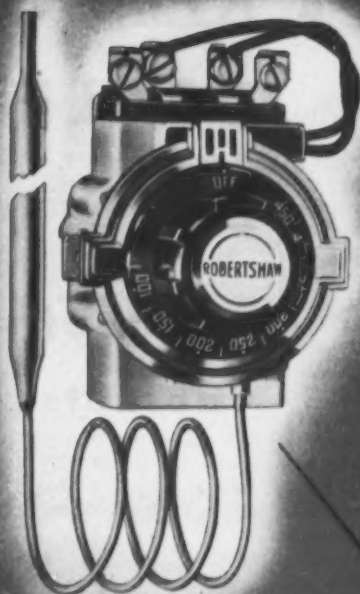
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Harrison Steel Cabinet Co.
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Company _____
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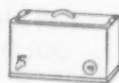
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Electric Bed Coverings

CONTINUED FROM PAGE 134

dominance of the bedding department rather than the housewares or appliance departments in merchandising electric bed coverings.

Department Store Sales

Some interesting data on this development and other phases of department store merchandising were uncovered during the past year in a study by General Electric. The G.E. survey shows that one-third of the department stores studied sell electric blankets in both their housewares and blanket departments but that the combined total electric blanket sales in such stores did not exceed the proportion achieved by stores handling them in the bedding department alone.

According to the study, here's the way department store merchandising of electric blankets shapes up:

—Stores carried from two to six brands but the majority agreed that two or three were adequate. Opinion was about evenly divided on whether two, three or four prices were necessary. Only one-quarter of the stores felt it was necessary to stock an extra large size in addition to single and double bed sizes. Half thought one control was adequate—though one leading manufacturer recently pointed out that demand for the two control units was so heavy that price was no factor in limiting sales. Three-quarters felt that four colors were enough. All of the stores agreed that rose, blue, and green were basic colors but they split on having gold, cedar or red as the additional color.

—The stores cite two outstanding problems: customer education and the necessity for immediate repairs.

—Electric blanket sales averaged 15 percent of all blanket sales but in three stores accounted for 25-30 percent of total blanket sales. Monthly sales were charted for the 12 month period from February, 1950, to January 1951. In this period, 30 percent of regular blanket sales were registered during the first six months while only 8.7 percent of electric blanket sales were handled in the same period. Conversely, 91.3 percent of the electric blanket total was sold during the last six months; 70 percent of regular blanket sales were rung up during this period.

—The average unit price in 1950 was \$40.44. Eight percent were under \$25, 16.7 percent were between \$25 and \$30; 23.5 percent were between \$30 and \$40; 37.1 percent were between \$40 and \$50; and the remaining 14.7 percent were over \$50.

—Blankets costing over \$40 accounted for almost 52 percent of dollar sales but got less than eight percent of the advertising done on electric blankets by the test stores. Units costing less than \$30 produced only 24.7 percent of sales but received 71.5 percent of advertising.

—The researchers were unable to find any correlation between a store's sales performance on electric blankets and between the local temperature, the amount of business in regular blankets, variations in price character

of the various blanket departments or the amount of newspaper advertising. The single characteristic common to stores doing the biggest jobs with electric blankets was a policy of maintaining large space displays on a year-round basis.

Smoothing Out Peaks

Some men in the trade are hopeful that the trade made some progress last year in smoothing out some of the highly seasonal peaks in the bed coverings sales curves. Earlier merchandising by manufacturers, increased use of lay-away plans and intensified gift-selling early in the year were cited by manufacturers as reasons for hoping that the seasonal peak had been rounded off slightly.

(ELECTRICAL MERCHANDISING annually gathers monthly sales figures from utilities reporting on retail sales in the areas they serve. A comparison of this monthly data for 1951 and 1950 shows that approximately 65 percent of sales are registered in the final three months of the year and that almost three quarters of all retail sales are concentrated in the four months from October through January.)

When 1952 figures are compiled it will be possible to determine whether the merchandising techniques cited in the preceding paragraph have materially affected this pattern.)

According to one firm which does some private label business, the past year saw a "definite increase" in private brands for large buying groups, large dry goods wholesalers and some large stores.

This same source had several interesting guesses about what's ahead in the industry. Mindful of the sharp price differential between the low-end lines and some of the nationally-branded bed coverings, this manufacturer guessed that the higher-price firms would improve quality and maintain present prices rather than reduce prices slightly, which would still leave a large price gap between them and the low-end lines. Other firms see this problem differently, feeling that fairly small price reductions on their part would be just enough adjustment to allow them to compete.

One manufacturer mentioned the possibility that new bed coverings may be developed by the industry. Explaining that many units now on the market have almost identical electrical systems, this manufacturer predicted that competing firms might begin developing bed coverings with exclusive features in materials, if not in the electrical systems. There are a number of non-blanket products being marketed at the present time (sheets, comforters, quilts and even mattress pads) but blankets still account for a majority of electric bed coverings sales.

New products or not, the industry is still a young one and has barely tapped the market. That's reflected in the optimism of manufacturers who see continually improving sales in the years ahead. End

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"There is a fundamental reason why retailers should support nationally advertised brand merchandise manufacturers. They help create new markets, pioneer new products...are a bulwark against standardization."

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"...I know both sides of how to sell merchandise — 'at list price' or 'the best price you can get'. The Price organizations sold a volume of \$4,000,000 worth of merchandise at full list price last year. We merchandised hard, concentrated on exclusive brand lines, serviced intelligently, let our salesmen make money and maintained a balance between our inside and outside activity."

Regarding inventory controls...



"There is no substitute for knowing exactly what you have in inventory at all times and what unfilled orders you have with suppliers...you must control your inventory or lose control of your ultimate profits."

On compensation...

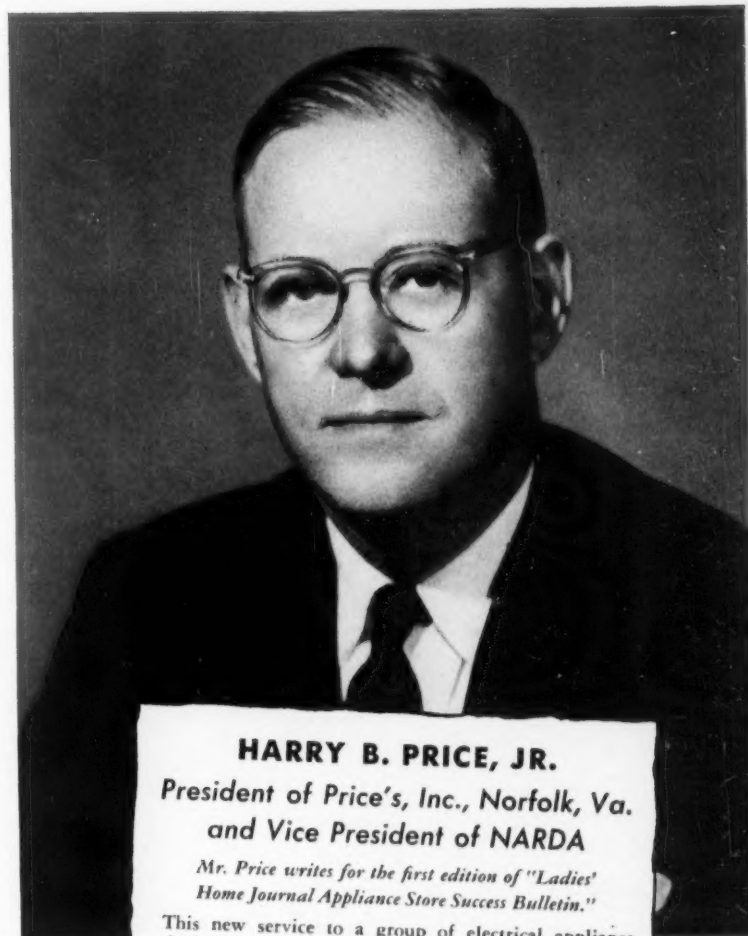


"Why should your best man be the most costly? Why couldn't there be some stability in the salesman's earnings if he was sober and a hard worker? If we had made a good choice in our men, and they were trained properly and adequately directed, why wasn't it reasonable to assume they deserved a guaranteed income?... Our answers to these questions are found in our pay arrangement."

About incentives...



"To be successful in building a good retail sales force, you must enjoy seeing other people make money! With the full knowledge that if they prosper, you prosper, your compensation plan should be fair and equitable. We think 1% of your budget should be spent in incentives."



HARRY B. PRICE, JR.

President of Price's, Inc., Norfolk, Va.
and Vice President of NARDA

Mr. Price writes for the first edition of "Ladies' Home Journal Appliance Store Success Bulletin."

This new service to a group of electrical appliance dealers is condensed each month in this space for the benefit of the entire appliance industry.

Regarding customer relations...



"In the appliance field, customer relations are the difference between failure and success...it is only through prompt, efficient and courteous service that a customer gains confidence and respect for the appliance dealer."

Ladies' Home

Journal

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"Frost-Away" offers the simplest, most reliable defrost system in the industry. There are no clocks or counters that wait for frost to build up before going to work. "Frost-Away" gets rid of frost as soon as it appears—and without changing the temperature in either the freezer or refrigerator compartment. No melting and re-freezing ever occurs in the Food Freezer.

"Coldcoil," an exclusive Hotpoint feature, provides a new one-temperature cold control. An almost constant temperature is maintained from top to bottom—regardless of the number of times the door is opened or the changes in kitchen temperatures. "Coldcoil" also provides a balanced moist cold—ideal for fresh food storage.

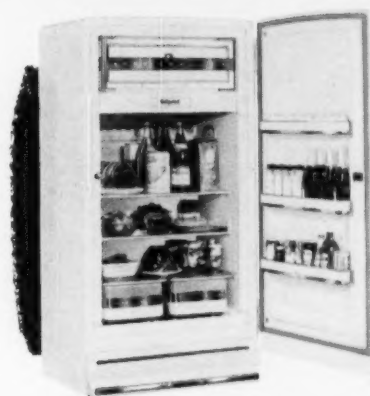
Look at *all* these extraordinary selling features you have to offer in the great new Hotpoint Model EH 110-6 Supreme:

- New Frost-Away Automatic Defrost
- New Coldcoil One-Temperature and Moisture Control
- New Lift-A-Cube Ice Trays with Refrigerated Tray Shelf
- New Food Freezer Door Shelf
- 76 pound Full-Width True Food Freezer
- 8 Different Food Preservation Zones
- Butter Bin
- Hi-Humidity Drawers
- Swinging Leftover Basket with Jars
- Door Shelves including Egg Shelf
- Sliding Aluminum Shelves

A COMPLETE RANGE OF PRICES

At suggested retail prices ranging from \$199.95 to \$509.95, Hotpoint offers a complete line of the World's Finest Refrigerators with features that are years ahead in advanced engineering. Even at the low end of the line, Hotpoint provides features found in many other higher priced models. Throughout the line you'll find new convenience and efficiency factors which put

HOTPOINT... Out in Front with Everything!



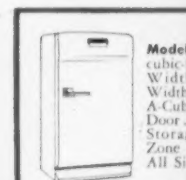
Model EH 110-6 • Hotpoint's deluxe 9 1/2 cubic-foot refrigerator with 42 lb. capacity Food Freezer provides the conveniences of Frost-Away Automatic Defrost... Moisture Control... Three Shelves in Door... Sliding Shelf and Two Roller-Mounted Hi-Humidity Drawers.



Model EC 87-6 • This fine 8.7 cubic-foot model includes Automatic Defrost... Full-Width 38 lb. Food Freezer... New Lift-A-Cube Ice Trays... Three Shelves in Door... Swinging Leftover Basket... Hi-Humidity Storage... Tall Bottle Zone... Automatic Water Evaporator.



Model EC 87-6 • This fine 8.7 cubic-foot model includes Automatic Defrost... Full-Width 38 lb. Food Freezer... New Lift-A-Cube Ice Trays... Three Shelves in Door... Swinging Leftover Basket... Hi-Humidity Storage... Tall Bottle Zone... Automatic Water Evaporator.



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FIRST REFRIGERATOR WITH FULLY PERFECT

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"Frost-Away" offers the simplest, most reliable defrost system in the industry. There are no clocks or counters that wait for frost to build up before going to work. "Frost-Away" gets rid of frost as soon as it appears—and without changing the temperature in either the freezer or refrigerator compartment. No melting and re-freezing ever occurs in the Food Freezer.

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Look at *all* these extraordinary selling features you have to offer in the great new Hotpoint Model EH 110-6 Supreme:

- New Frost-Away Automatic Defrost
- New Coldcoil One-Temperature and Moisture Control
- New Lift-A-Cube Ice Trays with Refrigerated Tray Shelf
- New Food Freezer Door Shelf
- 76 pound Full-Width True Food Freezer
- 8 Different Food Preservation Zones
- Butter Bin
- Hi-Humidity Drawers
- Swinging Leftover Basket with Jars
- Door Shelves including Egg Shelf
- Sliding Aluminum Shelves

A COMPLETE RANGE OF PRICES

At suggested retail prices ranging from \$199.95 to \$509.95, Hotpoint offers a complete line of the World's Finest Refrigerators with features that are years ahead in advanced engineering. Even at the low end of the line, Hotpoint provides features found in many other higher priced models. Throughout the line you'll find new convenience and efficiency factors which put

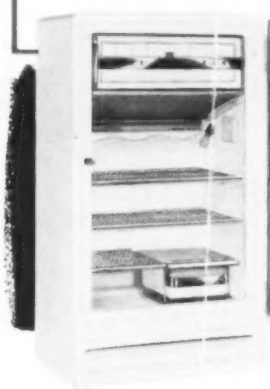
HOTPOINT... Out in Front with Everything!



Model EG 95-6 • Hotpoint's deluxe 9½ cubic-foot refrigerator with 42 lb. capacity Food Freezer provides the conveniences of Frost-Away Automatic Defrost... Moisture Control... Three Shelves in Door... Sliding Shelf and Two Roller-Mounted Hi-Humidity Drawers.



Model EB 87-6 • In 8 cubic-foot Hotpoint model complete Automatic Water Evaporator... Full-Width 38 lb. Food Freezer... New Lift-A-Cube Ice Trays... Hi-Humidity Storage... Tall Bottle Zone... Insulation on All Six Sides.



Model EAS 92-6 • 9 cubic-foot model with 42 lb. Food Freezer... Full-Width 38 lb. Food Freezer... New Lift-A-Cube Ice Trays... Tall Bottle Zone... Two Large Storage Drawers... All Six Sides.



Model EC 87-6 • This fine 8.7 cubic-foot model includes Automatic Defrost... Full-Width 38 lb. Food Freezer... New Lift-A-Cube Ice Trays... Three Shelves in Door... Swinging Leftover Basket... Hi-Humidity Storage... Tall Bottle Zone... Automatic Water Evaporator.

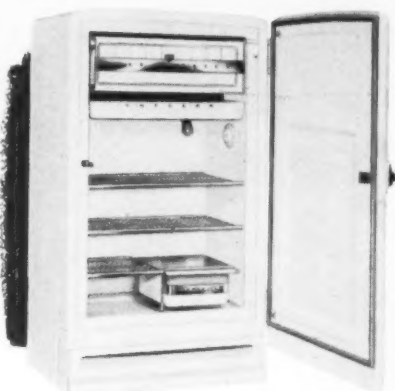


Line Franchise of Proved

DEHUMIDIFIERS • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES
HOTPOINT CO.

PERFECTED AUTOMATIC DEFROSTING Refrigerator-Freezer Line for 1953

Model EB 87-6 • In this 8.7 cubic-foot Hotpoint model you can offer complete Automatic Defrost with Automatic Water Evaporator... Full-Width 38 lb. Freezer... Low Cost Cold... New Lift-A-Cube Ice Trays... Hi-Humidity Storage... Tall Bottle Zone and Fibreglas® Insulation on All Six Sides.



Model EA 92-6 • In this model you can offer a full 9.16 cubic-foot refrigerator with a 38 lb. Full-Width Freezer... Full-Width Chiller Tray... Large Hi-Humidity, Roller-Mounted Storage Drawer... Tall Bottle Zone and an All-Steel Cabinet with Fibreglas Insulation on All Six Sides.



Model EAS 92-6 • This large 9.2 cubic-foot model provides a Full-Width 38 lb. Freezer... Full-Width Chiller Tray... New Lift-A-Cube Trays... Three Shelves in Door... Two Large Hi-Humidity Storage Drawers... Tall Bottle Zone and Fibreglas Insulation on All Six Sides.



Model EA 61-5 • This is the ideal Hotpoint model for small families. Cabinet Volume is 6.1 cubic feet... Speed Freezer holds 17 lbs... Has Large Chiller Tray... All-Steel Cabinet with Fibreglas Insulation on All Six Sides and Tall Bottle Zone.



Model EH 95-6 • This Single-Door Hotpoint 9.1 cubic-foot combination model offers a 42 lb. capacity Food Freezer... Lift-A-Cube Ice Trays... Frost-Away Automatic Defrost... Sliding Shelf... Butter Bin... Swinging Leftover Basket... Three Door Shelves plus Special Egg Shelf... Two Hi-Humidity, Roller-Mounted Drawers and Moisture Control.



New IN SINGLE-DOOR COMBINATIONS

Perfectly insulated single-door combination refrigerator-freezer models (pictured above) provide the ultimate in convenience factors and food storage efficiency.

SEE THESE NEW MODELS
AT THE
CHICAGO WINTER SHOW
ROOM 533 FURNITURE MART
ROOM 1456 MERCHANDISE MART

ed Products!

CLOTHES DRYERS • ROTARY IRONERS • CABINETS

HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

Hotpoint

INTRODUCES ITS 1953 REFRIGERATOR LINE
WITH NEW PACE-SETTING FEATURES DESIGNED
TO SHATTER ALL PREVIOUS SALES RECORDS!

**HERE
THEY ARE!**

**ANOTHER BIG REASON WHY HOTPOINT'S
FULL-LINE FRANCHISE OFFERS YOU THE
INDUSTRY'S FOREMOST SALES ADVANTAGES!**

and Backed By...

PROFIT-PROVED MARKETING PRINCIPLES

A completely coordinated and **proved** retail merchandising program to pre-sell Hotpoint products, plus a program of expanding facilities to back up Hotpoint's faith in the future of the major electric appliance business.

- Hotpoint offers you a full line of **Proved Electric Appliances**.
- Hotpoint pioneered and developed the successful full-line selling technique.
- Hotpoint was the first electric appliance manufacturer to promote its products through national advertising. Always a leader in national magazine advertising, Hotpoint now triples its advertising impact with its new radio and television smash-hit—"The Adventures of Ozzie and Harriet"—on a full coast-to-coast radio and television network.
- Liberal local dealer cooperative advertising.
- A year 'round promotional program backed by a full line of products creates profits the year 'round. No off-season sales slumps.
- Comprehensive sales training program for group or individual training.
- Kitchen planning tools and techniques to expand multiple sales.
- One source of supply with all the advantages of coordinated promotional programs, preferential service, simplified accounting, and credit benefits, plus the complementary effect each product in the line creates for the others.

- It is Hotpoint's foremost business policy to place every selling advantage in its power at the disposal of its dealers.

Hotpoint — the world's largest exclusive manufacturer of electric appliances — supports its faith in the future of the appliance business with —

- The world's largest range plant to be devoted exclusively to the manufacture of Hotpoint Ranges.
- The world's newest refrigerator plant to be devoted exclusively to the manufacture of Hotpoint Refrigerators.
- Seven other huge plants devoted to the manufacture of a full line of better Hotpoint products for more people at less cost.
- Expanded engineering program of research and development to increase Hotpoint's product superiority.
- Continued introduction of new, proved products to expand All-Electric Living to every room in the house.

This 14 point Franchise Program covers the advantages enjoyed by Hotpoint dealers. Before re-franchising, why don't you talk to your Hotpoint distributor and get the entire profit story? If you're interested in growth, expansion, and profits, Hotpoint's Full-Line Franchise was developed with you in mind.

◀ **PLEASE PULL OUT**

**Bookkeepers...
Bakers...
and Busy
Dressmakers...**



Americans Are Rolling Up Their Sleeves!

**YES, ALL KINDS OF PEOPLE
ARE GIVING BLOOD SO THAT
OUR WOUNDED MAY LIVE!**

• Today, the blood of a Boston bookkeeper may be flowing through the veins of a wounded kid from a Kansas farm... the blood of a pretty Southern housewife may have saved the life of a grizzled leatherneck. For, blood is blood, a God-given miracle for which there is no substitute... and when a man's life hangs in the balance and blood is needed, there is nothing else to take its place!

Right now the need for blood is urgent. In hospitals—at home and overseas—

many men require four and six transfusions during delicate operations. And the blood *must be there*—when it's needed. So give the most precious gift of all—*your blood!*

Be assured that giving blood is neither difficult nor distressing. And what a thrill there is in knowing that you've performed a really unselfish act! So call your local American Red Cross today and make an appointment. And tell your friends and neighbors about your experience. Let them share the wonderful feeling Americans get when they roll up their sleeves—and give blood.

But—

**WHAT HAPPENED
TO THAT PINT OF
BLOOD YOU WERE
GOING TO GIVE?**



Call Your American Red Cross Today!



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Bakers...
and Busy
Dressmakers...**



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But—

**WHAT HAPPENED
TO THAT PINT OF
BLOOD YOU WERE
GOING TO GIVE?**



Call Your American Red Cross Today!



Space Heaters

755,000 units sold add up to a "smooth year" for space heaters. Slight drop in units is balanced by an increase in dollars

IN contemplating the space heater industry, one comes face to face with its new ramifications. Manufacturers produce heaters for use with both oil and gas. The small-pipe packaged heating systems are coming in, and that complicates the picture.

The opinions of the experts, who guess long before the end of the year were that oil space heater sales for 1952 dropped slightly to 755,000. This is a decrease from the 763,500 reported for 1951 and the 886,369 sold in 1950. Average price for 1952 was thought to be \$93. Some 52 percent of the volume went for replacement. Some 43 percent of the heaters sold used blowers, and on at least 40 percent of the deals there were trade-ins involved. Estimate is that there are 29,000 dealers selling oil space heaters and about 36,500 retailing both oil and gas models.

Inventory Carryover into 1953

All hands agree that there will be a smaller inventory carryover into 1953 than there was a year ago—163,500 units, to be exact.

A year ago there were 187,500 space heaters carried over and one conservative manufacturer disagreed with this, saying that fully 250,000 heaters were in inventory New Year's day, 1952.

Reasons this year for the lower carryover were: Manufacturers have not been able to produce as many units due to steel strikes; galvanized metal has been hard to get. Then, too, distributors and dealers have been

more cautious in their buying, having been in an inventory mess the early part of 1952. Finally, the buying season at retail was late in starting in 1952, but when it did, merchandise moved out with a rush, and it continued all year.

Summed up, everybody thought that 1952 turned out to be a very "smooth" year for heater marketing. While four manufacturers dropped out of the race in 1952, it is felt that there was no decline in retail outlets, dealers selling about 20 heaters per store. Outlook for 1953 is good, with enough raw material, labor and purchased parts to support high production.

Replacement Market High

It has been observed that homes with space heaters do not climb gradually into central heating and cease to be prospects. Owners replace old space heaters with new ones. One of the reasons has been rent control which makes it silly for an owner to modernize his buildings.

Nothing new has been digested from the 1950 U. S. census since last year's report, when it was revealed that there were 20,053,000 homes in the U. S. without central heating. It was found that 9,096,000 burned coal and wood, and it is this backlog which the space heater industry nibbles on for new business.

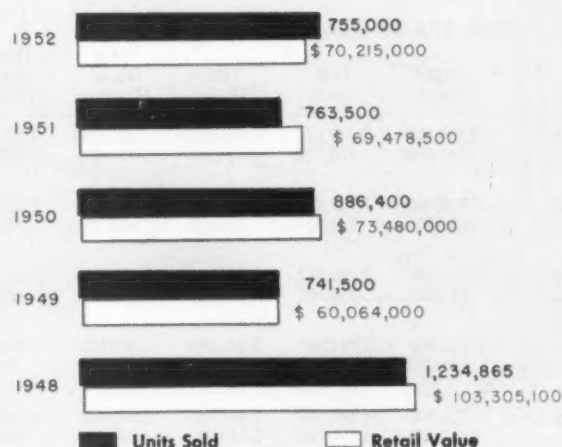
Manufacturers in the space heater industry are unanimous in their opinion that the 1950 census report that



TWO YEARS STATISTICAL SUMMARY

Oil Space Heaters	
1952	1951
755,000	763,500
\$93	\$91
\$70,215,000	\$69,478,500
(Jan. 1953)	(Jan. 1952)
7,260,000	6,750,000
38,204,000	37,814,000
*Based on Total Homes	

FIVE YEAR OIL SPACE HEATER SALES IN UNITS AND DOLLARS



there are 4,437,000 space heaters in use is cockeyed. One of the most conservative says that up to January 1, 1953, some 10,335,000 space heaters have been sold, excluding replacements.

New Construction

There seems to be little data on how many space heaters are going into new construction. Some placed it as low as two percent. It is thought that Florida and California offer the biggest market in new homes. However, this writer has visited a block of new homes in Danville, Ill., so heated, and adds as a postscript the opinion of one manufacturer:

"This may surprise you but our guarantee return cards and record books of shipments show that 18 percent of our gas and oil space heaters are going into new homes. Why? Because there is a world of business to be had, particularly in the Southeast, where a lot of low cost housing, some

of it public, is going in. I know of one project that took 1,500 of our gas space heaters. It might surprise some of your readers to look inside these big, low cost housing projects and also at the heating plans in the little two to four room houses on the outskirts of town, the kind that father builds with the help of a rough carpenter, odds and ends of lumber, and some old paving brick. Many of these are space heater homes and even the fairly inexpensive floor furnace and wall heaters cost \$50 to \$100 too much."

One of the reasons a space heater succeeds in heating a whole house is due to use of a blower. The trade was unanimous that around 43 percent of the space heaters sold today take blowers.

The Gas Heater

It is well at this point to look over the gas end of the space heater business. (Continued on page 144)

Sell the Portable Steam Radiator that's Scaling New Sales Peaks! FOR **BIG PROFITS** take on this fast seller backed by BURNHAM

HERE ARE 8 SALES-PACKED REASONS WHY:

- 1 It's an electrically operated steam radiator that delivers completely safe and dependable heat.
- 2 It's made and backed by a nationally known heating appliance firm with a 78 year reputation for unquestioned quality.
- 3 It's built of cast iron for lifetime service.
- 4 It's equipped with the finest heating element and thermostatic controls available.
- 5 It's priced to give the dealer a good profit and the consumer a good value.
- 6 It stays sold and creates demand for additional units.
- 7 It costs little to operate.
- 8 It's Nationally Advertised in 8 important consumer magazines.



BURNHAM PORTABLE equipped with easy-rolling casters. Dual automatic thermostatic controls room temperature and safety of operation. Primary thermostat cuts off radiator at a pressure of 10 to 12 lbs. p.s.i. Secondary thermostat controls room temperature. Ideal for bathrooms, nurseries, rumpus rooms, sun porches, garages, camps—in fact perfect wherever and whenever heat is needed.



BURNHAM STATIONARY MODEL. A self-contained automatic heating unit. Thermostatic controls operate similarly to those on Portable Model. Ideal especially for homes supplied with low cost electric power.



BURNHAM Portable STEAM RADIATOR

There's a big and waiting market for these Burnham Cast-Iron Portable and Stationary Steam Radiators. This has been shown by increasing consumer demand wherever they are sold! Customers know real value when they see it—and these quality radiators are built for lifelong durability, efficiency, and economy of operation. It's a big profit maker! **NATIONALLY ADVERTISED** for years in leading home magazines. Send Coupon NOW!

WRITE, WIRE OR TELEPHONE TODAY—SEVERAL GOOD DEALERSHIPS OPEN

BURNHAM CORPORATION
Electric Radiator Dept. EM-13
Box 351, Zanesville, Ohio
Please send literature and sales manual on
Burnham Portable and Stationary Steam
Radiators.
Name
Address
City..... State.....

Burnham
Corporation

ELECTRIC RADIATOR DEPARTMENT

Box 351

Zanesville, Ohio

Space Heaters

CONTINUED FROM PAGE 143

ness. Gas space heaters, by and large, are reckoned as being cheaper jobs than oil, one maker giving an estimate of \$100 for the average oil job, and \$75 as the average retail price for a gas space heater (vented, of course).

Despite this price advantage, it was not felt that gas went ahead during 1952, because the delivery of the fuel is spotty, and dependent on allocation by the utilities. Thus, the pattern of gas space heater sales is erratic. One manufacturer felt that 1952 saw sales of 265,000 gas floor furnaces in 1952 (as against 55,000 oil floor furnaces) and 205,000 gas wall heaters.

Utilities, in hesitating to grant gas heating permits, frankly fear zero days. They have abundant gas in summer but don't want to get caught in cold weather. Near Chicago a huge cave is being filled with gas to provide a bank to draw from in zero weather in the future.

Besides space heaters, the new small-pipe package heating systems are coming in rapidly, and can be installed by appliance dealers. No estimates on industry sales are yet available.

The Years' Promotions

One of the industry's accomplishments in the past year is the spreading out of its season over a wider area of the year. Natural season for space heater sales has always been September, October and November.

In 1952, they found that by making it worth the customer's while they could spread sales. One firm offered both a blower and a thermostat for \$7.85 if the customer would buy his space heater prior to September 1. It was a \$40 value and was cut off at the beginning of the season. As a result, this firm's dealers almost had their shelves bare when the true heating season arrived.

Another outstanding promotion offered a space heater at \$59.95 (or a higher priced model) and with it the customer received free a 32-piece set of Libby Safedge glassware worth \$14 retail.

It is becoming almost traditional that during the time the dealer wants

to make sales he uses premiums to bring in the prospects.

One thing about premium programs that space heater manufacturers have learned is the fact that their effectiveness is limited and decidedly spotty unless there is a bang-up promotion behind them with lots of newspaper and radio advertising where it will do the most good. A premium itself is not enough. It has to be backed and promoted hard.

One phase of competition to appear during the past year was LP gas. LP gas competes with 15¢ oil. However, LP takes a more costly installation.

Cities Good Markets

While it looks as if the South is the area with the greatest number of non-central heating prospects, the large cities have an enormous number of space heater prospects in dwellings without central heating.

Chicago with a 1950 population of 3,660,436 has, according to the 1940 census, 269,709 homes without central heating. Pittsburgh with 673,763 population has 130,934 houses. Even Los Angeles with 1,950,692 has 312,374 homes without central heating. Rent control stopped landlords in their tracks and the large percentage of replacements shows that little effort is being made to bring central heating to these old places.

Repeated from last year is the analysis which shows that country purchases account for 41.5 percent of the space heater buyers; outskirts purchasers, 4.7; towns under 2,500 population (non-farm) 24.3; towns 2,500 to 10,000, 11.1, and towns over 10,000, 18.4 percent.

While there seemed to be an enormous number of new homes going up to date, it must be remembered that the bulk of homes in the United States have been standing for years. The census shows that 5,877,000 homes were built in 1945 or later; 3,348,000 in 1942-44; 5,885,000 in 1930-39; 8,971,000 from 1920 to 1929; 20,101,000 in 1919 or earlier.

Hardware stores are said to have

(Continued on page 145)

THE SPACE HEATER MARKET

	1950 Total	1940 Total	1950 Urban	1950 Rural Non-farm	1950 Rural Farm
NORTH CENTRAL					
Non-central heating	4,939,000	5,077,076	2,194,000	1,408,000	1,337,000
Oil space heaters	1,563,000	378,919	719,000	484,000	360,000
SOUTH					
Non-central heating	9,338,000	8,707,387	3,994,000	2,647,000	2,692,000
Oil space heaters	1,333,000	371,082	673,000	447,000	213,000
WEST					
Non-central heating	3,309,000	2,792,983	2,035,000	863,000	411,000
Oil space heaters	618,000	250,795	252,000	258,000	108,000
NORTHEAST					
Non-central heating	2,472,000	2,892,261	1,641,000	583,000	248,000
Oil space heaters	923,000	755,948	720,000	152,000	51,000
UNITED STATES					
Non-central heating	20,053,000	19,469,707	9,864,000	5,501,000	4,688,000
Oil space heaters	4,437,000	1,756,744	2,364,000	1,341,000	732,000

Source: 1950 Census of Housing, Preliminary Reports, Series HC 5, No. 2, June 10, 1951.

accounted for 16 percent of the space heater sales, furniture stores with 29 percent, appliance dealers for 34 percent, department stores for 8 percent, fuel oil dealers for 5, plumbing and heating houses for 6 percent, and others for 2 percent. Fully 80 percent of space heater sales are on time, and allowances on trade-ins runs from \$7.50 to \$20.50, depending on the usefulness of the old item.

Possibly coming up during the present year will be a breakdown of the 1950 census revealing the number of homes without central heating by counties.

This has been pronounced the greatest possible aid to the industry, because it permits a dealer to see how many prospects are all around him in his own county. It is always a shock to a dealer, snug in his own centrally heated home, to discover how many people about him do not enjoy these advantages, and are therefore prospects for this economical device.

While there are from 10 to 12 sizes of space heaters on the market, ranging from a 20,000 B.t.u. output to about 80,000, the typical dealer's stock consists of one 30,000 B.t.u. model, one 40,000, one 50,000 and one 65,000 to 70,000. It is believed that 69 percent of sales run to models over 40,000 B.t.u., 28 percent to models of less than 40,000 B.t.u., and 3 percent to radiants without casings.

Installation

Manufacturers frown at the practice of selling space heaters over the counter, with the owner doing the installing. Probably about 20 percent of the output is sold this way against the industry's wishes.

The recent rise in popularity of shell houses with the owner doing the finishing has led to a brisk trade in home installations of floor furnaces, and this also pains manufacturers, for an oil space heater can be an absolute mess unless it is installed properly. It is not simple, and it requires tools to do the job.

Dealers have no business selling space heaters at all, unless they are willing to go out and supervise installation. Five musts in installing heaters are:

1. They must be absolutely level to insure proper operation and the only way this can be done is to place a level across the castiron combustion ring of the burner.

2. A draft gauge is a necessity and the stove must be checked when it is hot. The average chimney will pull from 4/100ths to 5/100ths of an inch. It takes around 6/100ths of an inch to get proper action out of a space heater.

3. You can't depend on the valve setting of the factory as being right for the owner's chimney.

4. The owner should be shown how to take out the oil strainer and clean it with a brush. The filter should be cleaned once a year.

Clogged fuel lines and excessive down draft are principal causes of grief and are easy to correct.

With heaters weighing less than 100 lbs. on the average, installation is a one-man job. Some heaters weigh from 135 to 150 lbs. and are two-man propositions. Time for installation should be figured from one to one-half hour, more if a flue needs to be repaired.

Essential equipment is a draft tester, test level and graduate for measuring oil flow. Very frequently oil tanks are sold with the heater and yield an additional profit.

Summer checkup gives the dealer an extra source of revenue, as well as getting into the customer's home. From \$2.95 to \$4.95 is the charge that can be realized, and it is profitable. No better way than this to sell replacements.

With the trend among electrical dealers to specialize on appliances that are less saturated, with assurance of a supply of merchandise, plenty of fuel on the market, and no high distributor and dealer inventories of other merchandise to distract sales, the outlook in space heaters is good. *End*



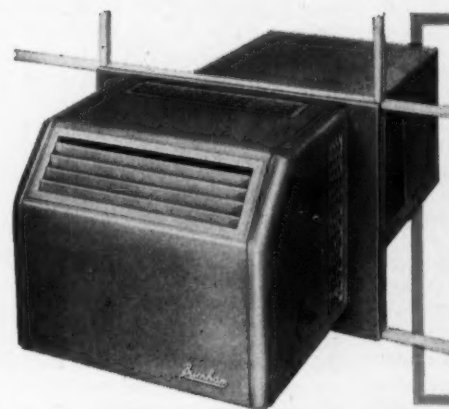
Air Conditioning Opportunity!

SELL THE ROOM AIR CONDITIONING UNIT THAT OPENS UP AN EXCLUSIVE BIG NEW MARKET

This Amazing Unit can be Installed in 30 Minutes in any Modern CASEMENT WINDOW

with NO ALTERATION to FRAME or SASH

It's Protected by Patents!



- MULLIONS AND MUNTINS NOT ALTERED, MUTILATED OR DESTROYED BY INSTALLATION No drilling, cutting or filing
- NO SCREWS, NUTS, BOLTS OR BRACKETS
- Also Fits Double Hung Windows

THE NEW BURNHAM ROOM AIR CONDITIONER

Manufactured Under License

Profits are in, Competition is out, with this brand new Burnham Room Air Conditioner — because there's no other unit like it! Yet it's competitively priced, and built to match in quality any air conditioner on the market!

Add this exclusive model to your present line for complete air conditioning coverage. More customers . . . more profit!

Installation is a matter of minutes and can be done by service man or customer. Just slide in . . . hook in . . . plug in. There is no drilling, cutting or filing. Fits in flush with frame . . . no wing adapters . . . no installation kit. Installation is simplicity itself!

This new Burnham unit puts you in a position to supply the fast growing demand for a top quality air conditioner specifically designed to fit modern casement windows. Remember it's protected by U.S. Patents!

WRITE, WIRE OR PHONE FOR FULL INFORMATION ON SPECIAL DEALERSHIP ARRANGEMENT

Burnham Corporation

AIR CONDITIONING DEPT.

Box 351

Zanesville, Ohio

BURNHAM CORPORATION
Air Conditioning Dept. EM-13
Box 351, Zanesville, Ohio

Kindly send me full information on your Air Conditioning Unit and Dealerships.

Name

Address

City..... State.....

Dehumidifiers

The young industry enjoys a saner, less spectacular growth than originally predicted; unit output in 1952 rises to 90,000, a new record

PRODUCTION and sales of mechanical dehumidifiers continued to grow during 1952, with production reaching 90,000 units.

This represents the fourth year in a row that production of this appliance has moved upward. While its growth has not been as spectacular as some of its backers once seemed to expect, the young industry has grown steadily since it made its appearance in 1948.

A second indication of the growth possibilities inherent in the field lies in the number of firms which have introduced dehumidifiers in recent years. ELECTRICAL MERCHANDISING presented its first market study on the appliance in its January, 1951, issue and pointed out that there were about five firms in the field. A compilation made during the summer of 1952 indicated that there were over 20 firms marketing such units and that number has increased somewhat since then.

The industry's gradual growth (25,000 units produced in 1949 45,000 in 1950, 75,000 in 1951 and 90,000 in 1952) does not furnish an adequate explanation for the sharp rise in the number of firms marketing dehumidifiers. One must also remember that the units attracted considerable attention at all levels (manufacturer through consumer) when they appeared in volume in 1949 and 1951. In addition, it is a relatively simple unit to manufacture and is thus an ideal appliance for firms anxious to expand their product lines.

The Other Side

There are several important limitations on the market, however, which to some extent counteract these advantages. The business is highly seasonal, the market is largely confined to certain areas, and the group of potential owners is somewhat limited. Those are the conclusions of one of the biggest firms in the industry after an analysis of their 1951 and 1952 sales although these trends were not apparent in 1949 and 1950. Here are the factors limiting the industry's potential:

Climatic Conditions. One company believes that 90 percent of the market lies in the territory east of the Missouri River valley and north of the state of Tennessee. The climate must include high temperature, together with high humidity, together with a large mean temperature differential between the cold winter months and the hot sum-

mer months which controls the ground temperature. In short, ground temperature must be cold enough to be below the dew point.

Prospects. This firm believes that 90 to 95 percent of industry output goes into homes, almost all of it going into houses having basements. In addition, the family must be well enough off to own equipment, merchandise or furniture valuable enough to warrant the necessary investment for protection of these items. The company believes that the owner of a \$10,000 or more home is normally a prospective dehumidifier owner.

Market Conditions

There is some evidence to indicate that the dehumidifier market in 1952 roughly paralleled the room air conditioner trade. In other words, there were sizable inventories on hand when the year opened, production was up during the year, and the year closed with inventories at a fairly low level. There were no widespread shortages, although one firm said that "a small additional percentage" might have been sold if they had been available when hot, humid weather struck in June and July.

As with the air conditioning industry, relatively good demand did not prevent price cutting at the retail level. One company estimates that the average selling price at retail was \$128-130. Manufacturers' suggested list prices range upward from \$140 to \$155.

There are few statistics available on the marketing of dehumidifiers because of the product's brief history. It is a safe assumption that appliance dealers handle the majority of sales and one manufacturer estimates that they handle 80 percent of retail sales with the balance being moved through plumbers, heating and ventilating contractors, air conditioning contractors, and stationery and office supply distributors and the like.

The Products

Mechanical dehumidifiers are only one of three types used to dry air. Others use either dessicants or heat to remove moisture from the air. The refrigerant types, however, predominate in the residential market. In these units, warm, humid air is drawn into the dehumidifier and passes through a refrigerated coil. The moisture in the air is condensed on the



TWO YEARS STATISTICAL SUMMARY

1952	Dehumidifiers	1951
90,000	Units Sold	75,000*
\$143	Average Retail Price	\$145
\$12,870,000	Retail Value	\$10,875,000

* Revised

coils; the air then passes over the warm condenser which dries it before it is discharged back into the room. The average unit will handle about 8,000 cubic feet. It has a $\frac{1}{2}$ hp. motor which will remove up to three gallons of water every 24 hours.

There are a number of non-residential applications for the unit despite the large number which go into homes. Any firm which finds humidity a problem (candy stores, bakeries, book stores, food shops) is a prospect for such a unit.

In addition, there are a number of applications in the home. Some owners use the dehumidifier to overcome the moisture problem presented by automatic clothes dryers. (The other extreme in clothes drying is also helped by a dehumidifier; it speeds drying of clothes which are hung indoors to dry). Its greatest appeal in the home, however, is in overcoming the discomfort and damage resulting from excess moisture.

A reasonable but not spectacular rise in production is expected in 1953. Manufacturers are not specific but one says "over 100,000 units" and a second says a gain of 20 percent. A guess of 110,000 units is probably reasonable. Prices should hold about steady, with increased production and competition tending to compensate for increased material and labor costs. One manufacturer said he "hoped" for a price rise since present price levels "are not profitable or attractive." As is the case with many other appliances, little trouble is expected from materials shortages.

What's Ahead

The industry's hopes for the future appear to be more sane (if less spectacular) than they were two years ago. The product's steady year by year growth and the number of reputable manufacturers who have entered the field give promise of an attractive future.

End

There is no substitute for **STEEL**



Ray-O-Vac ^{FULLY} **SHEATHED** in **STEEL**

TOP, BOTTOM

AND

SIDES

WHEN YOU WANT a durable, lasting article—have it made of steel! It's the metal that makes the nation . . . is, and always will be the king for strength. And that's why Ray-O-Vac standardized on steel. Pick up a Ray-O-Vac battery. Heft it. Get the "feel of steel." Here's sealed-in-steel **LEAK PROOF** construction that delivers the absolute tops in power and performance.

Steel makes the difference. Ray-O-Vac batteries are sealed completely with a casing of quality steel, top, bottom, and sides . . . there is nothing else like them on the market. Here's quality construction that makes Ray-O-Vac the top performer in the battery industry. It costs us more to make . . . but it costs you no more. Make your future orders . . . Ray-O-Vac.



Ring in '53 with a
year 'round selling spree!

PROFIT WITH

Whirlpool

THE COMPLETE LINE OF

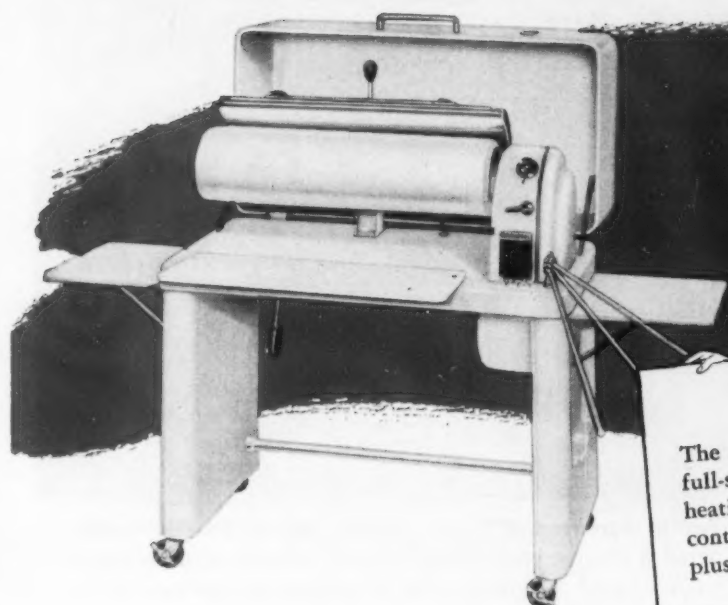


You'll sell more, make more and keep more IF you're a WHIRLPOOL dealer in '53. And this is not wishful thinking. It's backed by the experience of 10,000 WHIRLPOOL dealers.

You'll *sell more* because WHIRLPOOL is most wanted by most women. You'll *make more* because WHIRLPOOL has the greatest features in home laundering . . . features you can talk about and demonstrate . . . features that quickly clinch the sale to eliminate time-consuming, costly sales effort. You'll *keep more* because famous WHIRLPOOL quality and performance protect your profits from being "gobbled up" by costly service calls.

Start the New Year right! Investigate and compare . . . then you, too, will join the WHIRLPOOL dealer family . . . it's really more profitable!





IRONERS

The Whirlpool ironer has full-size 6" x 26" roll, dual heating elements with dual controls for faster ironing plus other modern features.



WRINGER WASHERS

Three models . . . each has Surgi-flow Action for thorough washing, 9-lb capacity, large pressure wringer (8 positions) and other features that sell.

WASHERS, DRYERS and IRONERS

See Wonderful WHIRLPOOL
at the January Furniture Show

SPACE 546-D

American Furniture Mart

GAS and ELECTRIC DRYERS

Both models have protective tempered heat, controlled air circulation, easy outdoor venting, germicidal lamp and other exclusives. Gas dryer has automatic ignition.



Again for 1953, only WHIRLPOOL
has won the Fashion Academy
Award for beauty

AUTOMATIC WASHERS

Only Whirlpool has suds-miser, seven rinses, agiflow washing action, germicidal lamp, cycle-tone signal, 9-lb. capacity and other features.



Whirlpool CORPORATION St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana
WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS
IN CANADA: John Inglis Ltd., Toronto, Ontario



To merchandise their bonus offer, Wolff & Marx ran special newspaper ads and used this display. Here, R. B. Marrs, Assistant Manager Major Appliances, sets up the display using the free promotion kit that came with their Tide order.



Traffic increased 90% as a direct result of the bonus offer. Wolff & Marx averaged 30 Whirlpool demonstrations a day as women found the combination of a brand-new washer, plus a supply of Tide, too good to pass up.

TIDE PROMOTION PLAN BOOSTS WASHER SALES 90% IN TEXAS DEPARTMENT STORE

SAN ANTONIO STORE GIVES CREDIT TO TIDE'S POPULARITY FOR SUCCESS OF PROMOTION PLAN



The promotion strategy takes shape as (l. to r.) Abe Epstein, local Whirlpool distributor; J. V. Baxter, Whirlpool Regional Sales Manager; Marcus M. Cohen, Vice President of Wolff & Marx; and Charles L. Macneal, Manager Major Appliances of Wolff & Marx, meet to discuss the success of the Tide Plan in other areas.

• Whether it's sizzling steaks or successful washer promotions, Texans go for only the biggest and the best. That's why the Tide Plan is the perfect washer promotion for The Wolff & Marx Company, one of San Antonio's largest department stores. They know that Tide is used by more women, in both conventional and automatic washers, than any other washing product on earth—and they've turned that knowledge into sales.



Taking advantage of Tide's special advertising allowance of \$1.75 per case, Charles L. Macneal, Manager Major Appliances of Wolff & Marx, put the Tide Plan to work—giving a year's supply of Tide with each Whirlpool washer purchased. Even by Texas measurements, the results produced by Tide's appeal to women were tremendous: (1) 15 Whirlpool washers sold the first day of the bonus offer; (2) washer sales up 90% after the first week of the promotion. This is the Wolff & Marx story of success in San Antonio.



As a follow-through, to impress prospects most, Wolff & Marx demonstrated with Tide. They got the maximum performance from their washers—the cleanest, whitest wash possible . . . with no soap film left in the washer.



15 sold first day! The first day of the bonus offer, 15 Whirlpool washers were sold. After the first week, total washer volume was up 90%. Tide is such a success as a sales-clincher, Wolff & Marx keeps on using the Tide Plan.

THIS IS THE TIDE PLAN . . .

It Worked in San Antonio, Texas—It Can Work for You!

You, as a dealer, can take advantage of Tide's special advertising allowance of \$1.75 per case. (Your cost per case is around \$5.00—almost $\frac{1}{3}$ less than the retail price.) And with your Tide, you also get a colorful free display kit to tell the story of the promotion to your prospects. (The kit will be printed with the name of any washer brand you designate.) You can use your Tide and the display kit to increase your washer sales these *four* tested ways:

1. **Use Tide to build traffic**—offer a box of Tide to each woman who will come in to watch a washer demonstration.
2. **Use Tide for bonus offers**—as an "extra" to swing more sales, offer a supply of Tide with each washer purchased.
3. **Use Tide for demonstrations**—get the maximum performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!

4. **Use Tide for displays**—promote your offers with Tide and the special colorful display kit that's tailored for you.

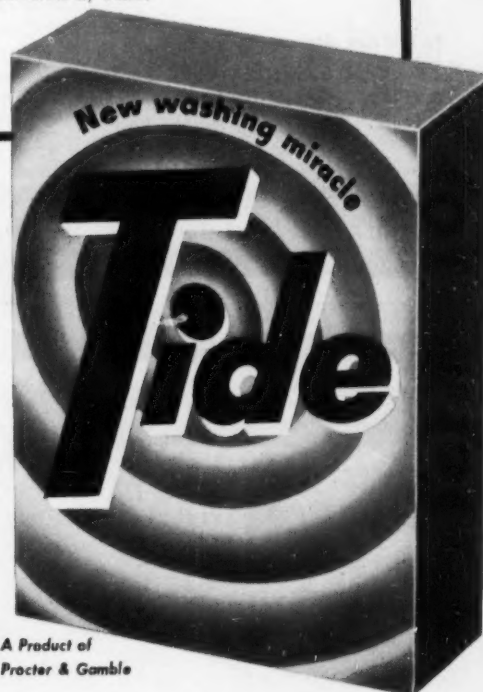
Like Wolff & Marx in San Antonio, Texas, you just can't miss with the powerful Tide Plan. It's *smart* business—*good* business—to let this plan make dollars for you at a cost of pennies!

WRITE FOR YOUR TIDE TODAY!

For full details and order form, send a post card to: Box A, Tide Home Laundering Bureau, 1429 Enquirer Building, Cincinnati 2, Ohio.

Tide IS YOUR BEST TIE-IN
BECAUSE . . .

**TIDE IS USED IN MORE
WASHING MACHINES THAN
ANY OTHER PRODUCT ON EARTH!**



Power Mowers

The rotary type is gaining rapidly in acceptance; manufacturers turning to snow removal

N EWS of the 1952 marketing season was that the rotary mower, which so few understood several years ago, is coming rapidly to the front as the most popular seller. Some firms say that one rotary is now being sold to two reel type machines; a few have it 50-50.

What has upped this model's appeal is probably price. With an electric motor, and a list often as low as \$70, it may open up a new market.

The rotary operates with a whirling blade underneath, sizzling around at 1200 r.p.m., which cuts grass and weeds like a scythe. It can get close to bushes, and certain models will hew down high grass and weeds.

Inventory Sizes

Those interested in inventory problems will be glad to learn that of reel type mowers, 6.2 percent last year were under 19 inches; 10.5 percent from 19 to 21 in.; 42 percent 21 to 24-in.; balance, 42.3 percent. In the rotary model, 75 percent were 18 in., the balance were 21, 24 and 30 inches.

Total mower sales were down for the first six months of 1952 from 15 to 20 percent. Sales were down 29 percent on hand operated mowers. Since the big months for mowers are May, June and July, the year's totals—which are estimated several months before the end—may partly reflect prayerful hope.

Prices Are Dropping

It is believed that 65 percent of the mowers were sold through appliance

and hardware stores, 20 percent through garden supply specialty shops, and the remaining 15 through miscellaneous outlets. Breakdown on price levels were:

\$95—and under	7%
95 to 99	17
100 to 109	25
109 to 124	32
125 to 149	10
150 to 199	5
200 to 299	2
Over 299	2

100%

The excise tax is a disturbing factor on small mowers. It is \$10 to the manufacturers, and if the distributor and dealer add their markup, it can readily cost the consumer \$20.

Some 23 manufacturers out of a total of about 220 report their sales to Dun & Bradstreet, and 24 are members of the Lawn Mower Institute (Mills Bldg., Washington, D. C.) of which Harold Howe is executive secretary. It is believed that this group do from 70 to 80 percent of the industry's volume.

A composite of manufacturers interviewed revealed that total 1952 sales were estimated at 1,155,000 units at an average retail price of \$95, and a total retail value of \$110,000,000. These were sold through about 40,000 retail outlets, a gain of 4,000 in the year. It was felt that 1953 would see a production of 1,200,000 units, with a carryover from 1952 of 260,000 machines.

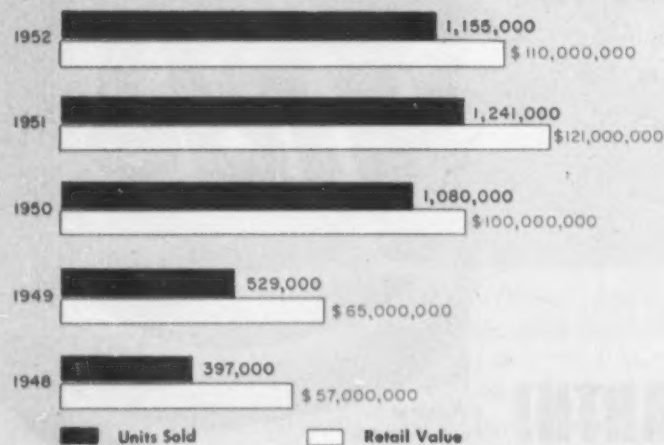
It is felt that the market is about 15 percent saturated, and about a six



TWO YEARS STATISTICAL SUMMARY

1952	Power Lawn Mowers	1951
1,155,000	Units Sold	1,241,000
\$95.25	Average Retail Price	\$97.50
\$110,000,000	Retail Value	\$121,000,000

FIVE YEAR POWER MOWER SALES IN UNITS AND DOLLARS



percent replacement market exists. While the theoretical life of a mower is around 15 years, the average life is actually about 7½ years.

All this partly contradicts data published in last year's summary on power mowers, but it is felt that experience is changing expectancy tables.

Cause of the power mower boom is the expansion of suburban living, the disappearance of the boy who cut your lawn for 50¢. The old idea that you needed two acres to justify a power mower is gone and the busy man who has a 50 ft. lot is now an eager purchaser.

The ratio between gasoline powered and electric motor driven mowers has changed in favor of the gasoline engine, with about 92 percent of this type against eight percent electric motor operated.

Rumors of Lighter Engines

In the engine field there is a persistent rumor that from 18 to 30 lbs.

of weight will be eliminated in future engines but this is hard to pin down. Big makers of mower engines remain Briggs & Stratton, Continental, Lawson, Power Pack, G-E, and Wisconsin. The Sunbeam Corporation is said to have spent \$600,000 developing a lightweight 4-cycle motor with the idea of entering this lucrative field in the near future.

Whether the two-cycle engine, which mixes its gasoline with oil and contains 19 parts will win out against the four cycle, which has 43 parts, is a question. Two-cycle models are said to be favored in Europe, where they want lighter weight combined with power.

Margins are short on mowers, around 25 percent, but since the dealer ducks trade-ins and most service, he gets by. Demonstrations take place in front of stores, and the customer usually hauls home his purchase in the trunk of his car. Automobile
(Continued on page 154)

There's an easier way to close the deal...



emphasize the "DULUX" finish

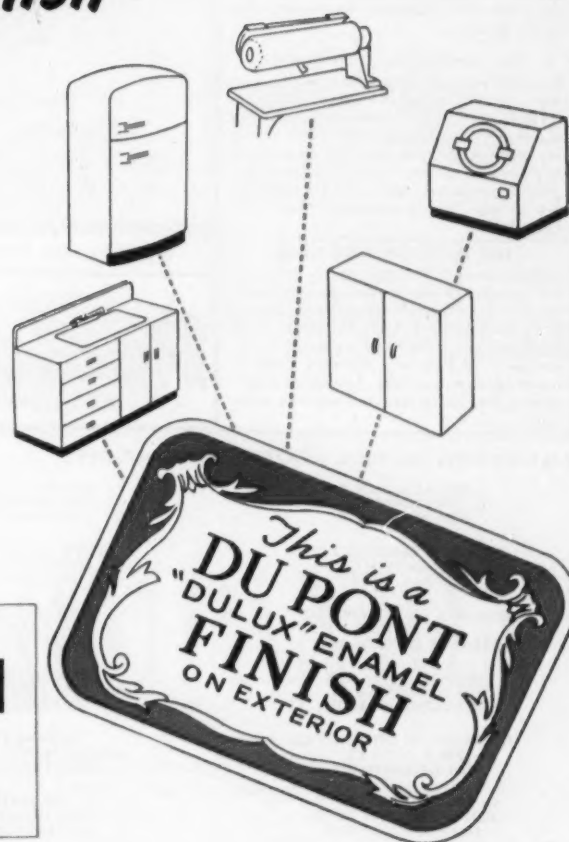
REG. U. S. PAT. OFF.

Don't let a customer's last minute *indecision* throw you! Pull yourself together. Be confident. You have a trump card—Du Pont DULUX enamel.

To wind up the deal the easier way, sales-wise dealers emphasize the lasting white, washable, mar-resistant DULUX enamel finish on home appliances. DULUX means it's made by Du Pont, and Du Pont means *known* quality.

Is it an effective selling point? DULUX has helped sell more than 25,000,000 refrigerators alone. And hundreds of thousands of other DULUX-finished appliances have gone into homes around the world—positive proof of DULUX acceptance.

So remember to feature the DULUX finish when you sell. It's the easier way to close the deal!



Better Things for Better Living
... through Chemistry

DULUX enamel

REG. U. S. PAT. OFF.

America's leading home appliance finish

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

MERCHANDISE YOUR IDEAS FOR EXTRA PROFITS

Did you know that 5 out of every 6 TV sets are sold in metropolitan areas . . . well within the reception area of the Radion Metropolitan antenna? That's your BEST target area for extra profits. Here are some ideas to get them now! . . .

Big Replacement Market

It's rapidly becoming a big factor in antenna sales. There'll be 20 million sets in use this year. Even by the most conservative estimates, replacements are a huge market you can't afford to pass up! Keep a Metropolitan on display. Radion sells best over the counter because it's the one antenna folks recognize. That \$6.95 list gives you a fine spread and remember, sell just TEN antennas and you've earned as much profit as you'd make on a table model TV set.

Let Deliverymen Install

Save time and money . . . keep your TV technicians free for service calls and shop work. With Radion, the man who delivers the set installs the antenna. Radion saves on antenna complaints too because the customer adjusts his own antenna.

Sell on Service Calls

Frank Moch of NATESA estimates that there'll be 26 MILLION service calls in 1953. Each call is an opportunity to sell an accessory. Have your technicians carry a Radion Metropolitan as a replacement antenna or, if it's an outside installation, sell a Radion lightning arrester. Remember, the initial sale is an invitation to further selling. Check your customer list . . . it's a constant source of business for you.

RADION Sells TV Trade-Ins

Those traded-in sets may seem like a headache to you but there's a big market for used and small-screen sets. Add a Radion Metropolitan in a flat-price package deal . . . "complete with antenna!" You'll find it a natural for extra sales.

Fans Buy Radions for FM

The Radion Metropolitan with its adjustable dipoles makes a fine FM antenna. Remember the sound on TV is FM too. Sell Radions right out of your TV antenna inventory for extra profits.

New Lightning Arrester a Natural

Radion's new all-purpose arrester is proving a terrific source of extra profits. Cuts your inventory problems because it fits all twin leads, mounts anywhere, comes complete with hardware. Sell an arrester with every outdoor installation. See Radion's handsome new display package. It's a top "silent salesman" for your counter.

FREE PRIZES FOR YOUR IDEAS

Selling more TV helps you — helps us. Let's exchange our proven ideas for extra profits. Send ideas you've tried successfully to Radion. If we print them, we'll send you your choice of a case of 12 antennas or 24 lightning arresters. Send as many ideas as you like. In case of duplication, first letter received wins, so write now!

Always
YOUR STAR PERFORMER

The Radion QTA-3 Metropolitan



**None can do more . . .
None has ever sold as well!**

**Radion sells TV, sells over-the-counter, sells best!
Be sure of top-volume sales... Specify Radion... it pays**

Get On The Profit Bandwagon—Send This Coupon Today

Radion

The Radion Corp., 1130 W. Wisconsin Ave.
Dept. EM-1, Chicago 14, Illinois

Send me free Radion profit plan folder

Name _____

Firm _____

Address _____

CALL RADION OR YOUR NEAREST REPRESENTATIVE:

LEON ADELMAN CO.
25 CHITTENDEN AVE.
NEW YORK, N. Y.

GEORGE E. ANDERSON CO.
1901 GRIFFIN ST.
DALLAS, TEXAS

ALLAN B. CARPENTER CO.
802 12TH ST.
DENVER 4, COLORADO

ROBERT J. CHAFFER
235 N. BUFFALO ST.
PORTLAND, OREGON

THE HARRY W. DENSHAM CO.
230 S. 17TH ST.
PHILADELPHIA, PA.

LAWRENCE ELLIOTT CO.
20011 FAIRMONT BLVD.
SHAKER HTS., OHIO

MAURY FARBER CO.
1200 HERTEL AVE.
BUFFALO, N. Y.

FLOYD FAUSETT & SON
777 PINEHURST TER. S. W.
ATLANTA, GA.

EARL GOETZE & CO.
2205 GRAND AVE.
KANSAS CITY, MO.

EDWARD HOFFMAN
1641 SHEFFER ST.
ST. PAUL, MINN.

EUGENE LOEB
5052 N. SHORELAND AVE.
MILWAUKEE, WIS.

HY MATES
5510 HOBART ST.
PITTSBURGH, PA.

PAUL PRIETSCHE
WESTERN MERCHANDISE MART
SAN FRANCISCO, CALIF.

SHEEL INTERNATIONAL
4327 N. LINCOLN AVE.
CHICAGO, ILL.

MICHAEL SCOTT & CO.
90 EDMUNDS RD.
WELLESLEY HILLS, MASS.

BYRON McDONALD
3707 CONDON AVE.
LOS ANGELES, CALIF.

JAMES GUTTRIDGE
1010 VERMONT AVE.
WASHINGTON, D. C.

MEMAC SALES CO.
9 S. CLINTON ST.
CHICAGO, ILL.

ALLAN A. T. ARMSTRONG
50 ST. CLAIR AVE.
TORONTO, ONTARIO, CANADA

Power Mowers

CONTINUED FROM PAGE 152

garages and miniature motor service stations take care of engine repairs.

Snow Removers

Snow removal held great interest in 1952 with mower manufacturers. The move to the suburbs has opened up walks to clear, and it has been demonstrated that the average business man is in no physical condition to shovel snow. Some 36 died in Chicago doing it after one snowstorm. The market is north of the Mason-Dixon line.

Back about 1940 the first snow remover appeared. It was simply a blade attached to a power mower to push the snow out of the way. Trouble was the mower had neither the weight nor the traction to do the job.

Second approach involved the method used by railroads—blowing the snow out of the way. Again the home mower did not have the weight or the power. Then emerged another idea, a device which chewed up the snow and blew or threw it to one side. This method is popular on 1952 and 1953 machines. Anyone can slide a shovel under snow, it is argued, but the lifting is what kills a man.

The U.S. weather bureau has been of help to manufacturers by revealing that snow ranges in ratio in water from 10 to 1 (on mountain tops) to around 4 to 1 around cities. That is, so many inches of snow equals so many inches of water. On shaved ice, which is used for testing snow movers, the ratio is 1.1 to 1. It has been discovered that snow has viscosity, tends to pack up. Therefore new snow movers chew up the snow before it has a chance to pack.

A householder can expect to disappear in a cloud of snow dust when he operates a snow mover. This has bred new motor trouble, with ignition shorting out, and air cleaners packing. New shrouding and covering up of motors, as well as thinner lubrication, has been necessary.

Snow removers being sold this year are pushed along by hand, biting into snow drifts up to 24 in., slowly or rapidly as the depth may be, cutting a swath 12 to 16 in. Prices run from \$127 to \$134.50; and up to \$325. End



"THE MARK DOWN ARRIVED AT THE SAME TIME AS AN UNEXPECTED PRICE INCREASE"

How to Sell a Woman a Laundry

Take a fresh look at the familiar surroundings
you'll find your eyes opening to unexpected possibilities.
Here is a baker's dozen of ideas to start you off.

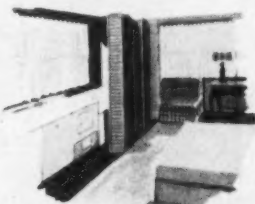
THERE'S ROOM FOR A LAUNDRY IN YOUR HOUSE

BY BERNICE STRAWN
Illustrations by J. H. H. H.

IF YOU HAVE A BIG HOUSE

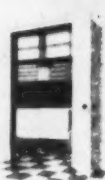


For houses like this, the laundry room can be a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.

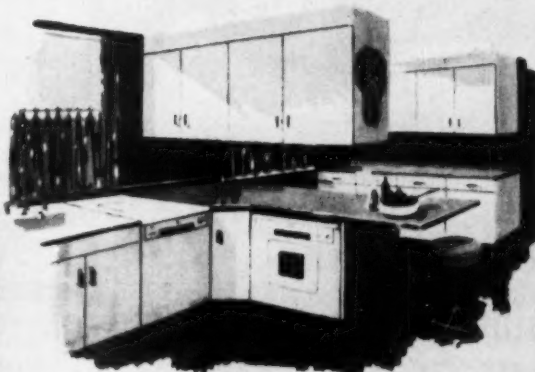
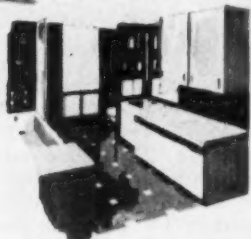


Here you can have a laundry room that is a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.

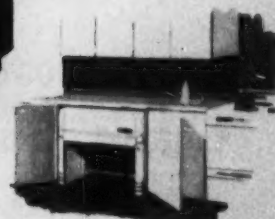
Consider your bathroom. This is a place where you can have a laundry room that is a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.



For houses like this, the laundry room can be a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.



For houses like this, the laundry room can be a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.



The laundry room can be a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.



IF YOUR HOUSE IS SMALL

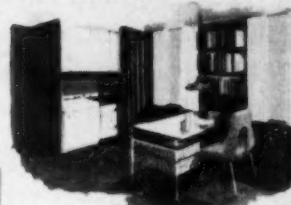
For houses like this, the laundry room can be a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.



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For houses like this, the laundry room can be a real asset. It can be a place where the family can do their laundry and where the family can do their laundry.



This article, in the January COMPANION, will make room for home laundries in hundreds of homes in your territory. Sell these new prospects by featuring the article in your window . . . on your counter — wherever your customers can see it. Because, what the COMPANION says goes for over 4,300,000 women!

Woman's Home **COMPANION**
CURRENT CIRCULATION OVER 4,300,000

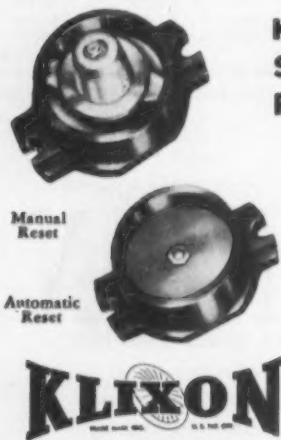
The Crowell-Collier Publishing Company—Publishers of
Collier's, The American Magazine, Woman's Home Companion



Soabar Company Guards Against Motor Burnouts with KLIXON Protectors

PHILADELPHIA, PA.: Mr. David Tamaccio, Chief Engineer of Soabar Company, of Philadelphia, Penna., manufacturers of Ticket and Label Marking and Attaching Machines eliminates chances of motor burnouts in Soabar equipment with KLIXON Protectors. He says:

"The motor protection afforded by Klixon Inherent Overheat Protectors is an asset to the maintenance and good operation of Soabar Ticket and Label Marking and Attaching Machines."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2501 FOREST ST., ATTLEBORO, MASS.

Record Players



THE little table device which squeaked out "Mary had a little lamb" to Thomas Edison some 75 years ago was a spring wound instrument which picked up its vibrations from a needle.

Phonographs today bear little resemblance mechanically to their maternal grandmother, and usually get their sound through the amplifications of radio tubes. Only the toy phonograph, not considered here, is a true descendant of Edison's original.

Three Types of Players

The market, as envisaged by most dealers—of whom there are estimated to be 45,000 selling phonographs—breaks down into record changers, single players, and plug-in record players made by 29 manufacturers. Changers in TV and radio combinations are not counted here.

Experts who did the guessing for this round-up figured that 800,000 plug-in players were sold at an average of \$31.25 in 1952; some 243,333 single players at an average of \$22.65.

As an overall total for all kinds of record changers, the guess was 1,675,000, at an average price of \$47.62.

Nearly all the top brands are much more costly than these prices, but the average is dragged down by lesser known brands and private label stuff. Chicago, which is supposed to be a 5 percent market, taking this percent of the nation's total output, absorbed about 100,000 record changers, and around 35,000 plug-in players.

Sales Peak at Christmas

Sales ran around 30 percent for the first quarter, 10 percent for the second quarter, 10 percent for the third, with the last three months of 1952 seeing 50 percent of the year's sales.

It is the belief of manufacturers, they say, that there was no carryover of merchandise of any amount into 1953. One firm has been sold out since last October.

While 45,000 dealers are believed to be selling record players, the greatest concentration of volume goes to houses that retail records. The record business is tending to concen-

trate among downtown specialists. Reason, we are told, is the growth of the discount business by mail. Records are easily mailed, are standard merchandise, and one discount house alone is estimated to do \$1-million a year. Small dealers cannot carry big enough stocks to compete with them.

75 RPM Record Slipping

Since records link in so closely with sales of phonographs, it may be well to contemplate their movement during the year. For the first time, it is said, sale of 33 and 45 rpm types outsold the old time standard speed 78 rpm platter. Some qualify this by saying yes, dollarwise, no, in point of numbers.

Merchants say the sale of record players is a self defense move against the poor quality of TV and radio programs. The man or woman who plays his own does so because he wants to set up programs to his taste.

Young People Best Market

Young people, eager for continuous dance music, age 17 to 22, buy 60 percent of the record changers, and manufacturers advertise largely in publications reaching the teen age group.

The mail order chain stores have not made a big dent in this market, because they have not sought to specialize in the field. Music and record stores are the most natural outlets for the merchandise.

Outlook is good for 1953, says the industry, which found itself short of merchandise many times in '52. Leading promotions of the year were a bonus record deal in which \$6 worth of records were given with the sale of a plug in changer at a price of \$16.50. Idea, of course, as to boost popularity of the 45 rpm changer. The historical approach to the 75th anniversary saw all the old horn machines in the country being put on display.

Use of beautiful girls, often models, to demonstrate changers, was found to boost sales. How much cannot be stated, but demonstrators did more business than in 1951. End

SUCCESSFUL DEALERS ARE SAYING

ALUMINUM makes the difference in APPLIANCE SALES!



**SELL HER the ALUMINUM PARTS
...and the
ALUMINUM PARTS WILL SELL HER!**

You don't have to sell "Mrs. Modern American" on the advantages of aluminum. She uses Reynolds Wrap, the original aluminum kitchen foil... appreciates aluminum in her home, her automobile, her utensils. Aluminum means Modern Living to today's housewife.

**TAKE ADVANTAGE OF ALUMINUM ADVANTAGES
IN YOUR
ELECTRIC HOUSEWARES!**

Aluminum features in refrigerators, home freezers, washing machines and other major appliances help make your sales story stronger—and, you can use many of these same features to advantage in selling electric housewares, too. Remember to work these aluminum advantages into your selling talks:

Appearance—Aluminum, with or without an anodic finish or colored coating, won't rust, stain or chip—always stays attractive. Talk up these important points for such parts as the outer shells and trim of toasters, hotplates, clocks and other appliances where sight-appeal is a vital sales factor.

Light Weight—Aluminum appliances weigh much less than those made of other metals and that's a big feature when you're selling housewives a vacuum cleaner, floor polisher, portable washer, roaster oven, pressure cooker, heater or other appliance that women move around the kitchen or often lift up and downstairs.

No Taste-Taint—Aluminum imparts no taste whatsoever to foods or beverages. Remember this when you sell blenders, broilers, coffee makers, deep fat fryers, corn poppers, food mixers and other food preparation appliances.

Excellent Heat Conductivity—Aluminum assures fast, even heat transfer—important in irons, sandwich grills, waffle irons and other appliances where aluminum and electricity work together to make better products.

Operating Efficiency—For clock parts, radio and TV parts and antennae, aluminum assures efficient operation and aids in reducing cost. No matter the size of the appliance, from air conditioning units down to the smallest fan, aluminum assures good electrical conductivity, quiet operation and long, trouble-free service.

And—remember, too—if it's aluminum, chances are it's a **BETTER LOOKING** appliance with important plus values in **EYE-APPEAL** and **BUY-APPEAL**!

ALUMINUM FEATURES MEAN MORE PROFIT...
More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Helps Make The Sale!

Not only Traffic Appliances, but Refrigerators... Home Freezers... Ranges... Washing Machines... all appliances can be sold easier, faster, with more confidence by pointing out the aluminum features and pointing up your sales!



REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

Now-The Queen of Gifts!



Automatic PERCOLATOR

Distinguished For Its Graceful Contour And Design... An Ornament To The Finest Table Setting

Like each of the other widely popular models in the famous EMPIRE Line of Fully Automatic Electric Percolators, this newest addition to the family makes "just wonderful coffee." . . . Every cup the same, every time!

- Simply plug it in — no regulating!
- Automatically stops "perking"!
- Keeps coffee serving hot for hours!

To Retail at
\$9.95

Craftsman fashioned . . . Lustrous aluminum . . . Graceful black plastic handle.

With Cord Set
(Slightly Higher in West)

AT THE NATIONAL HOUSEWARES SHOW

See The Newest Models In



Automatic Electric Housewares

Booths 468-470

Navy Pier, Chicago

Jan. 15 To 22, 1953

THE METAL WARE CORPORATION

NEW YORK
200 5th Avenue

TWO RIVERS
WISCONSIN

CHICAGO
Room 1411A Merchandise Mart

Magnetic Recorders



IN the winter of 1939-40, a gentleman named Marvin Camras from Armour Institute in Chicago demonstrated at the winter markets a newly patented device called a magnetic recorder. It had the virtue of being able to record up to two hours of sound on a running spool of wire and to play it back.

Today some 26 manufacturers are producing magnetic recorders under the Armour patents, 14 for home use, seven for professional jobs, three for all types of markets, and two for special uses. (Electronics magazine lists 41 makers of magnetic tape and wire recorders.)

152,000 Sold in 1952

Production has been, according to Armour Research figures, as follows:

Year	Production by units	Type
1947	101,592	All wire
1948	140,628	Mostly wire
1949	64,862	37,531 wire 27,331 tape
1950	120,000*	42,000 wire 66,601 tape
1951	136,000*	42,000 wire 84,000 tape
1952	152,000*	Unknown

* Total includes machines of Brush Development Co., which are not broken down into wire and tape types as are Armour Research's. Does not include Wilcox-Gay

Bulk of the production centers around 12 well known makes, and it is thought the average retail price is about \$170. Some 13,000 retailers are believed to sell recorders, and the pattern of distribution follows population, being widest in industrial areas.

Most successful retail outlets have been audio-visual distributors and dealers—of which there are about 1,000 in the U.S. Photo supply stores follow, and then appliance and musical instrument dealers. Margin of profit for dealers is around 40 percent.

Actual sale of magnetic recorders, in about 66 to 75 percent of the cases, are to people or firms who use them for professional purposes. The balance go to individuals who employ them for home use, according to a recent survey.

When Steinberg of Cincinnati first sold the machines, he found doctors employing them for diagnostic interviews, detectives using them for evi-

dence, and piano teachers recording pupil progress. Few families admitted buying them to put down for posterity their infant's first "gool!" However, they were constantly being carried home from the office and out of this grew models which permitted the owner to slip a reel of tape into his pocket and carry it down for his stenographer to transcribe.

Owners Record Own Music

In Detroit a manager of a large retail outlet said that home owners were buying them as a cheap method of acquiring a music library. Economics of the situation lay in the owner recording radio music of his choice until he possessed all the music that he otherwise would purchase records for.

All of which brings up the current fad for high fidelity. Home recorders catch frequencies up to 15,000 cps.

The magnetic recorder gives the home owner a continuous stream of music of his choice, ideal for background at dinner or parties. For the family that can afford it, the magnetic recorder has a place.

Drawbacks to Mass Distribution

What holds down mass distribution is the fact that there are no popular priced players and no library of ready-recorded reels for the public to purchase. Audio-Video Co., of New York City and Magnacorder of Chicago do have libraries, mostly of foreign stuff, it is said, but the powers that make most of the phonograph platters and have virtually all American talent tied up on contract have foregone this means of reproduction. The market that buys 69¢ records and plays them on a \$29 player has not so far been tapped.

Tape for recordings jumped 25 percent in sales in 1952, and amounts to a \$5 million yearly business. Minnesota Mining, National Standard, Audio Devices, and Reeves Sound Craft have parlayed the tape business into something that will be really big, once permanent recordings of music are turned out on a grand scale.

Meanwhile, an industry that waited ten years feels that it can wait another decade for a grand slam, and is happy with its profitable climb so far. End

Announcing

TWO GREAT NAMES

QUAKER

Florence

JOINED TOGETHER TO BRING YOU

A New Leader in the Field of Home Heating

Presenting

QUAKER

The Heating Division of Florence Stove Company

Featuring

**THE ONLY COMPLETE LINE
IN THE INDUSTRY**

WHAT DO YOU WANT IN A SPACE HEATER LINE? **QUAKER** Makes it!

WANT "HOT" PROMOTIONAL NUMBERS IN OIL HEATERS PRICED TO GET THE BUSINESS?

QUAKER *Makes Them!*

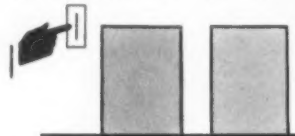
Quaker for 1953 brings you two ALL-NEW "red hot" price leaders that will meet all price competition. There's an 8-inch and 10-inch heater to bring prospects to your store.



WANT THE FINEST OIL HEATERS MADE THAT PRODUCE THE MOST DOLLAR VOLUME?

QUAKER *Makes Them!*

The famous Quaker 3210 produces more dollar volume than any other heater made. It's the automatic oil heater that gives you the highest gross profit on a single sale. Dealers have sold more dollars' worth of this heater than any other heater now on the market.



Profit more! Sell Quaker! Mail coupon for details.



WANT A LINE OF MODERATELY PRICED OIL HEATERS?

QUAKER *Makes Them!*

The Quaker Challenger line for 1953 will be priced to sell and sell FAST! There'll be three models...each available with fuel-saving mechanical draft and automatic heat circulation as optional equipment.



Mail coupon for details on a profit-making Quaker franchise.



WANT SLEEVE-TYPE HEATERS?

QUAKER *Makes Them!*

There's famous Florence tradition back of these Quaker beauties. The 7-inch and 9-inch twin burner model circulators become driven-air models with a simple fan installation. And for '53 there will be economical 7-inch and 9-inch single burner radiants to round out the line.



Profit with Quaker. Send for franchise details today.



WANT A STEP-UP LINE OF OIL HEATERS?

QUAKER *Makes Them!*

Three all new Quaker deluxe heaters...loaded with exclusive features. All models will have Quaker's fuel-saving mechanical draft and automatic heat circulation available as optional equipment.



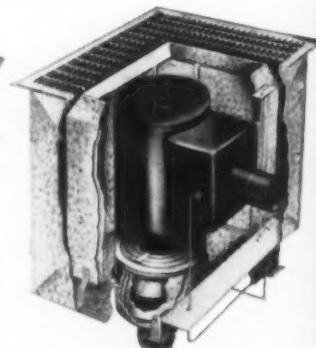
Quaker...the only complete line is now franchising new dealers.



WANT THE EASIEST-TO-SERVICE OIL FLOOR FURNACES MADE?

QUAKER *Makes Them!*

Service these efficient units from inside the home. Fuel-saving mechanical draft helps the Quaker floor furnace operate perfectly under all conditions.



A Quaker franchise is valuable. Mail coupon for franchise details.

WANT BEAUTIFUL VENTED RADIANT GAS HEATERS?

QUAKER *Makes Them!*



Quaker features six models of these fully-vented, beautifully porcelainized heaters that feature the charm of a fireplace plus the automatic convenience of gas.



Quaker... The only complete line is now franchising new dealers

WANT THE FINEST GAS CIRCULATORS BUILT?

QUAKER *Makes Them!*

There are two sizes for those who want the finest gas heaters... the Quaker Blow-Thru heaters. They're made to give the greatest heat economy possible because of their unique construction.



Factory men at your service with Quaker. Find out about this new plan.



WANT EFFICIENT BLUE-FLAME GAS HEATERS?

QUAKER *Makes Them!*



Not one or two, but six new blue-flame gas heaters for every heating need. The Pyrex window permits you to see the beautiful blue flame as it burns.



Quaker is the "hot line" for '53. Use coupon on the back.

WANT COMPACT, VENTED GAS CIRCULATORS?

QUAKER *Makes Them!*



Here's a 20,000 B.T.U. heater available for all gases. It has a convenient lighter door and a "Visi-Flame" window.

A better deal for dealers. Write for details today.

WANT HI-QUALITY, UNVENTED RADIANT GAS HEATERS?

QUAKER *Makes Them!*



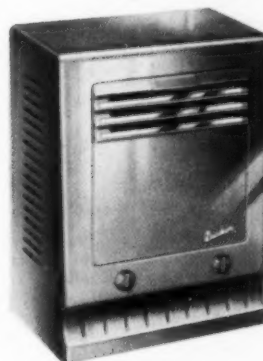
For 1953 Quaker features three sizes in well priced, unvented radiant gas heaters for all types of gases. They're installed anywhere... no chimney or flue needed.



Profit with a Quaker franchise. Write for details today.

WANT KEROSENE CABINET HEATERS?

QUAKER *Makes Them!*



Single burner and twin burner models for use where no flue connection is available. They're beautifully styled... highly efficient.



Quaker dealers now being franchised. Write for details.

**WHATEVER YOU WANT...WHATEVER YOU SELL...
YOU'LL FIND THE RIGHT MODELS AT THE RIGHT PRICE
FROM QUAKER**

Your single source for all space heaters!

what's **QUAKER** doing... To help you sell?

Supplying you with every heater you'll need is only half the job. Quaker's going all out in '53 to do the other half of the job... helping you sell the heaters you buy! You'll get

- ☆ Local Area Newspaper Advertising
- ☆ Complete Display Packages
- ☆ Local Area Radio Advertising
- ☆ Four-Color Newsprint Mailouts
- ☆ Local Area TV Spots
- ☆ Catalogs, Line Folders and "Spec" Sheets

Plus field service by Quaker's own men who will work with your distributor salesmen to help you have the greatest heating year you've ever had.

QUAKER...the First Name in Home Heating
...the Last Word in Efficiency

Quaker — The Heating Division of Florence Stove Company
1147 Merchandise Mart
Chicago 54, Illinois

Please have my distributor give me full information on Quaker's new line for '53 and complete franchise details.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

Contact...

YOUR QUAKER DISTRIBUTOR NOW
FOR COMPLETE FRANCHISE DETAILS.
MAIL THE COUPON TODAY!

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Small Motors

The 3,000,000 units sold over the counter in 1952 indicate an opportunity for appliance dealers. Total 1952 sales were 42,063,333—off from 1951's figure of 50,000,000

THE down-to-earth retail chain stores have built such a substantial business in the sale of fractional horsepower motors that it is difficult to understand why other retail outlets for motors are not more common.

It is estimated that of a total of 42,063,333 small motors sold in 1952, some 3,000,000 went over the counter to retail purchasers at an average price of \$20—which mounts up to a total of \$60,000,000. Of the total production it is believed that about 8,500,000 were from one-fourth to 1 hp. and about 2 percent of the motors were used to replace those worn out in service.

Sales were down from an estimated 50,000,000 in 1951 because of the steel strike and a falling off in production of other products (66 percent of the small motor output goes for fabrication).

These figures represent a revision in the opinions of motor marketing experts over their 1951 estimates.

Trend to Lighter and Smaller

The trend of the year was toward lighter and smaller units. Size is being reduced. One firm has dropped in diameter on one model from 6 in. to 5½ in. Motors today get as much horsepower out of 16 lbs of material as they formerly did from 24. A quarter-horse motor weighed 33 lbs. in 1919, rose to 38 in 1933, and then dropped in response to demand for lightness.

The high cost of freight has been behind this pressure. One manufacturer put on aluminum brackets, saved 9 lbs. on the motor, which meant a saving of 24¢ on freight. Lighter weight motors are saving one manufacturer \$50,000 a year.

Engineering is far ahead of a decade ago. Windings were once of cotton, today of waterproof plastic. The number of self oiling motors is increasing. Where failures occur (¼ to 1 percent estimated defective) it is usually due to trouble with workmanship or inspection.

One of the big mail order chains is credited with doing from 60 to 70 percent of the over-the-counter motor business and has led in dolling up motors in colors and chrome to make them attractive.

This house, which was first to

appreciate that farmers are buying motors for every job on the place, is said to do 30 percent of its sales on ¼ hp motors; 25 percent on ½ hp. It lists eighteen sizes and types of motors, up to 5 hp.

Little Inventory Carryover

The first of the year saw a reduction in price which was reversed later. There will be little carryover of inventory into 1953, several experts declared. Prices are about 68 percent higher than in the immediate prewar period.

There are between 150 and 160 manufacturers of motors in the United States, and since the days of Edison some 11,000 types have been produced. There have been about 150 million motors replaced, and it goes on at the rate of about 2 percent a year.

The appliance trade sells over the counter fractional horsepower motors, which are those rated less than 1 hp. and run at 1750 rpm, and are suited for use with home lighting circuits. This single phase, plug in type, is found generally in ¼, ½ and ¾ hp sizes.

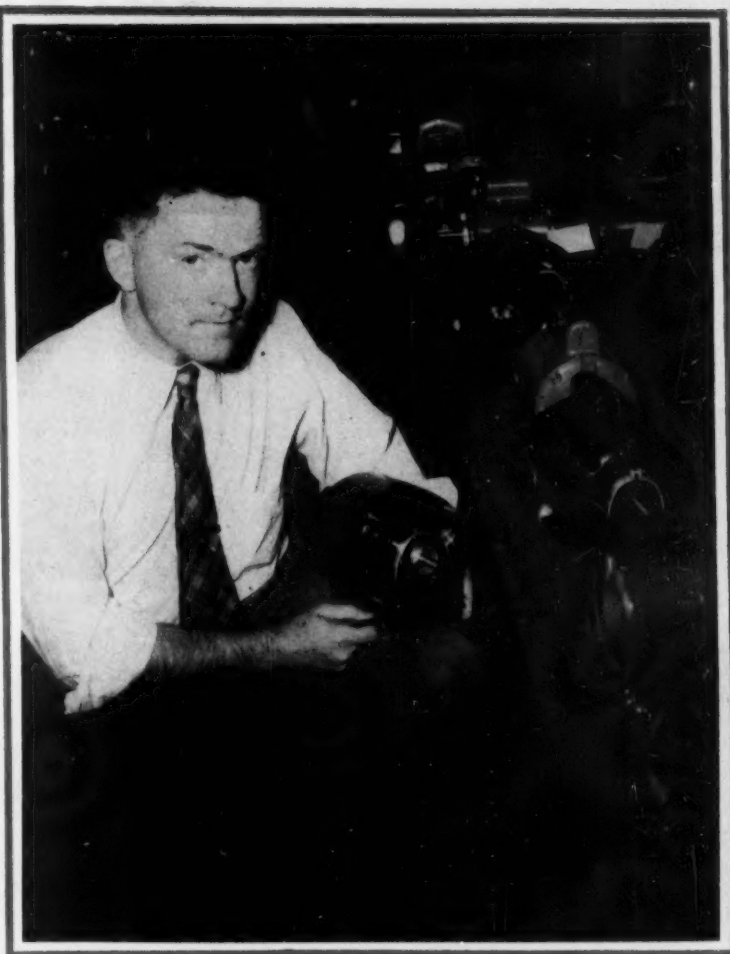
A Motor for Each Job

There are motors made for each specific job:

The repulsion-induction motor is most common and is used on machines that are hard to start and require medium acceleration. Suitable for machines taking up to 10 hp. Its characteristics are:

1. Demands low starting current, up to 13 amps on 1 hp. sizes.
2. Has the highest starting torque.
3. Has medium pull-up or accelerating torque, 225 percent of full load torque.
4. High breakdown torque—265 percent of full load torque.
5. Efficiency—50 to 75 percent of rated power.
6. Can be used on 120 v. circuit if ¼ hp or less.
7. Requires smaller wire sizes when located far from meter, because of lower starting current demand.

The capacitor type motor can start under a load and is obtainable in two speed types. Used for heavy duty such as with water pumps, stokers and compressors:



1. Requires up to 19 amps. on ¼ hp size.
2. Has medium starting torque—435 percent of full load torque.
3. Has high pull-up or accelerating torque—250 percent of full load.
4. Efficient fractional horsepower sizes, 65 to 70 percent of rated power.
5. Cost about same as repulsion-induction type, but higher than split phase.
6. Can be used in 120 v. circuit if ¼ hp or less.
4. Efficiency—65 percent for ¼ hp size at rated power.
5. Should be located close to meter and have special large wire circuit.
6. Lowest priced of three commonest types of motors, but limited in size up to ¼ hp or less.

Universal high speed motors are employed on jobs that call for a light load. Sewing machines, drills, food mixers, vacuum cleaners, shavers, motion picture projectors employ them. These commutator types use brushes that have to be replaced every 1,000 hours. Their characteristics are as follows:

1. Run on ac or dc.
2. Are generally high speed motors, 3,500 to 20,000 rpm.
3. Have a high starting torque.
4. Have low pull-up or accelerating torque.
5. Speed varies with load.
6. Limited to 1 hp sizes for continuous service.
7. Can be operated on 120 v. circuits if ¼ hp or less.
8. Variable speed regulated by load or resistance in circuit.

Finally, say the experts, dealers should tell customers that oil ruins more motors than anything else. Dealers should tell customers that a motor can get along with lubrication once or twice a year. Some need none at all. **End**

The split phase type is used for easy-starting loads or where maximum load is applied at full motor speed, such as washing machines, ventilating fans and light power tools. Not well realized is the fact that power companies do not allow on their domestic lines motors that draw 20 amps. or excess in starting. True, they have closed their eyes to washer motors, because they operate in a period of low demand and for short intervals. A split phase motor may cause dimming of lights on underwired or overloaded lighting circuits.

Split phase characteristics:

1. High torque type demands large starting current—up to 32 amps. in the ¼ hp size.
2. Has low starting torque, 200 percent of full load torque.
3. Has low pull-up or acceleration torque—200 percent of full load torque.

Announcing the New **ALL-SEASON...**

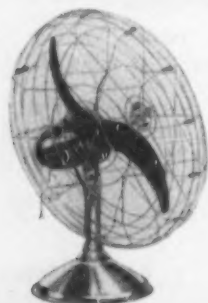
FRESH'ND



A COMPLETE LINE of air treatment appliances to keep you

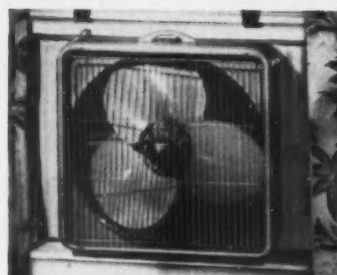
**FRESH'ND-AIRE LOW
STAND—WALL AND
CEILING MODELS**

Low stand model converts to wall
or ceiling model... Three models
to sell... only one model to stock!



**FRESH'ND-AIRE
HIGH STAND MODELS**

Take standard Fresh'nd-Aire low stand
model plus separately packed tube and
base and you have the finest high stand
air circulator in the industry. Only
Fresh'nd-Aire gives you this feature.



**FRESH'ND-AIRE
WINDOW FANS**

A small, reversible 10-inch plastic
beauty for the kitchen... plus a new
20-inch combination window fan
for use anywhere and everywhere.

**FRESH'ND-AIRE
FLOOR CIRCULATOR**

It's a beauty! Outperforms and
outsells any other floor circulator
in the industry.



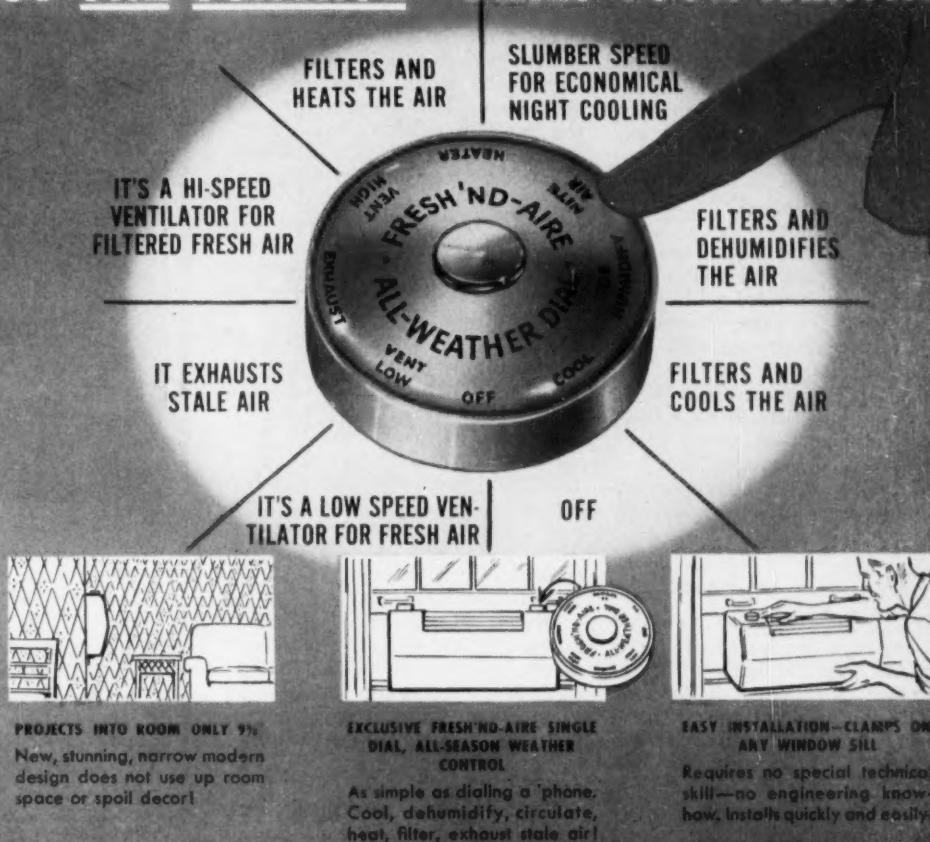
AIR-CONDITIONER...

-AIRE *by* CORY

Interested in Air-Conditioners for 1953?

Then get interested in Fresh'nd-Aire Right Now! Here's the newest—the finest—the "sell-in-est" line of air conditioners ever introduced. A line with more year 'round sales appeal than any line of air conditioners ever made. Check Fresh'nd-Aire now—and get full details on the greatest "PROFITUNITY" in the industry for 1953.

JUST ONE CONTROL—DIALS YOUR WEATHER



selling all year around

MAIL COUPON FOR FULL DETAILS

FRESH'ND-AIRE 1953 SPECIAL

The same performance and style—same plastic propellor—same high quality of the Fresh'nd-Aire chrome line all wrapped up in a new low-cost—profit making beauty. There's nothing to match it in the industry.



FRESH'ND-AIRE DE-HUMIDIFIER

The newest big ticket, big volume item in the appliance industry. Check its styling—its features—its performance and you'll agree no de-humidifier will match it.



FRESH'ND-AIRE

Reg. U.S. Pat. Off.

Fresh'nd-Aire Division
Cory Corporation
221 N. LaSalle Street, Chicago 1, Illinois

Please rush me details on the new Fresh'nd-Aire All-Season Air Conditioner and your complete line of Fresh'nd-Aire air treatment appliances.

Name

Company

Address

City State

Floor Polishers

Extensive use of self-polishing waxes retards polisher boom, but improved products and distribution, plus bare-floor living, augur early acceptance

TO the seeking eye, the floor polishing machine appears to be one of the new appliances that is trembling on the brink of popular acceptance.

The widespread use of tile and linoleum in homes, radiant heating, and the high price of floor coverings have all acted to promote a way of living that calls for floor polishing. Indeed, a recent survey showed that 17.8 percent of the homes checked had no rugs, 45.6 percent had scatter rugs with bare floors showing, and 14.1 percent of the dining rooms—in addition to kitchens—were covered with linoleum or some similar material.

Balancing this as nearly as a debater's pro against con is the growth of self polishing floor waxes, which need no polisher. One great wax producer revealed that 63 units of self polishing wax were being sold today for 9 paste and 4 liquid.

Rental Units Affect Sales

Also standing in the way of polisher sales has been the policy of several companies on rental units. It is estimated that 75,000 rental polishers are today in the hands of grocery, hardware and department stores. At 50¢ rental a day they are profitable promoters of floor wax sales and with the polishing job on wooden floors done about twice a year, many householders feel it is cheaper to rent than to buy.

Tile and linoleum floors are waxed about every two months, incidentally.

Mechanically, the floor machine has been perfected, usually employing a high speed motor geared down to 1200 r.p.m. They come in two sizes, the single brush (from 6 to 15 in.) and the double brush. The double brush is more popular, as it "doesn't bounce around so much," and 60 percent of sales are in this size, even though prices run from \$59 to \$79.50. The single brush job is priced from \$29.95 to \$39.95. There are about 22 firms producing polishers.

Distribution is on a "shotgun" basis, and the polisher has not yet found a way to make itself important. Indeed, since the beginning everything has been on a catch-as-catch-can basis—direct, through manufacturer's agents, and now by distributors. It is believed that about 1,000 distributors in the U. S. handle polishers today. Although a twin to the vacuum cleaner, the polisher has rarely been sold in combination.

Discounts break sharply upward on quantity purchases, and the retailer moving a volume enjoys about 40 percent. Single orders rate 30. In order of importance are appliance stores, department stores and hardware firms.

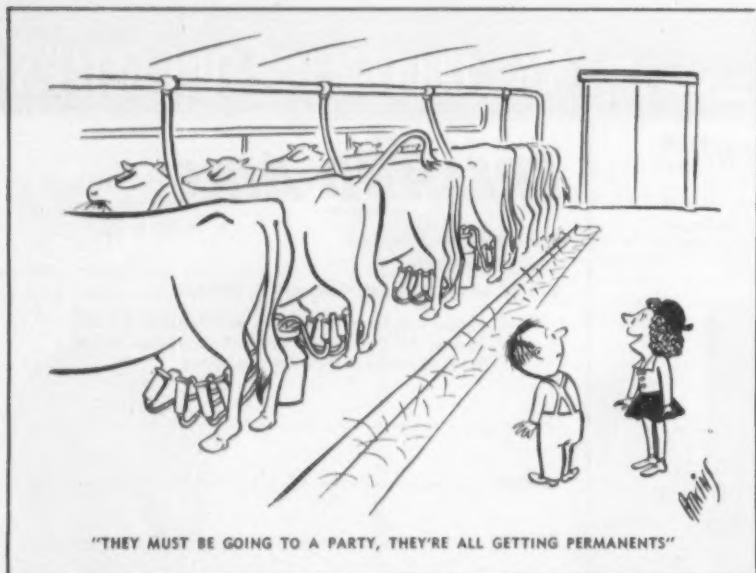
Business Firms Also Prospects

Besides home owners, small shops, barber shops and beauty parlors are natural customers for polishers. Satura-



TWO YEARS STATISTICAL SUMMARY

Floor Polishers		1951
1952		
287,000	Units Sold	275,000
\$60.95	Average Retail Price	\$60.00
\$17,492,650	Retail Value	\$16,500,000



tion of the market is believed to be around three percent. Majority of single brush sales are for commercial use.

In 1952 it is estimated that 287,000 floor polishers were sold at an average retail price of \$61. Retail value of this production was \$17,492,650. There is believed to be no substantial carryover into 1953. Number of retail outlets is about 16,666 with 1,000 distributors supplying them.

There are hot spots for polisher sales, and a cluster exists on Long Island, around the Leavitt homes, and in Canada, where wood floors are customary.

Demonstration Necessary

Biggest factor holding down sales, experts think, is lack of a suitable demonstration, and inability to show that a polisher job is better than use of self polishing wax. There is almost no house-to-house canvassing and little

ferreting out of prospects. Direct mail seems to be credited with most of the sales made. The man who creates an expert demonstration, and goes after sales with it, is going to cash in on the floor polisher business.

The polisher people declare that self polishing floor wax is a fad that is destined to wane, because there is varnish in it which discolors, hardens and harms floors if used over too long a time, revealing scratches that cannot be covered up. To this the wax makers will doubtless not agree.

More Floor Wax Sold

He who examines floor polishers should study the wax market. There is three times as much floor wax sold today as in 1940. Raw materials for waxes—which are largely alike—are abundant for the first time in ten years. Appearance of a competitive market for waxes will spur the polishing field. **End**



The Answer at the Crossroads

THE SIGNS are unmistakable: appliance retailing has again reached a crossroads—a place of decision.

Business has toughened up. The eager, waiting spenders that prompted thousands of opportunists to open shop are no more. People are today buying critically. Appliance retailing now, more than ever, becomes a challenging opportunity . . . with great and lasting rewards *for the right kind of dealers*.

And, seeing that opportunity, the right kind of dealers are prompted to stop, think, and take stock of their future needs . . . and look for a sound answer.

Kelvinator is ready with that answer . . .

Ready with a broadened line of appliances—refrigerators, ranges, freezers, kitchen cabinets, sinks, garbage disposers, water heaters, dehumidifiers, room air conditioners. And coming soon—a complete line of laundry equipment including automatic and wringer type washers, driers, ironers.

Ready, too, with a retail-minded franchise that assures cooperation, and pledges an *adequate market* for every dealer with a challenging volume opportunity on each product in the Kelvinator line.

Ready with the most powerful advertising support in Kelvinator history; with an intensified program of marketing assistance; with a proved plan for replacement selling and an unmatched program for building a strong, competent retail selling organization.

Those are the highlights of Kelvinator's answer to the dealers' needs in this crossroads year of 1953. They reveal, without decoration, the kind of honest tools Kelvinator dealers have at their command for the sharper sales contest ahead.

Look over the Kelvinator new product parade on the following pages. Then, if you would like the complete Kelvinator story as it applies to you, we'll be glad to give you the facts . . . *in confidence*.

THERE IS A BETTER FRANCHISE...

IT'S **Kelvinator**

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

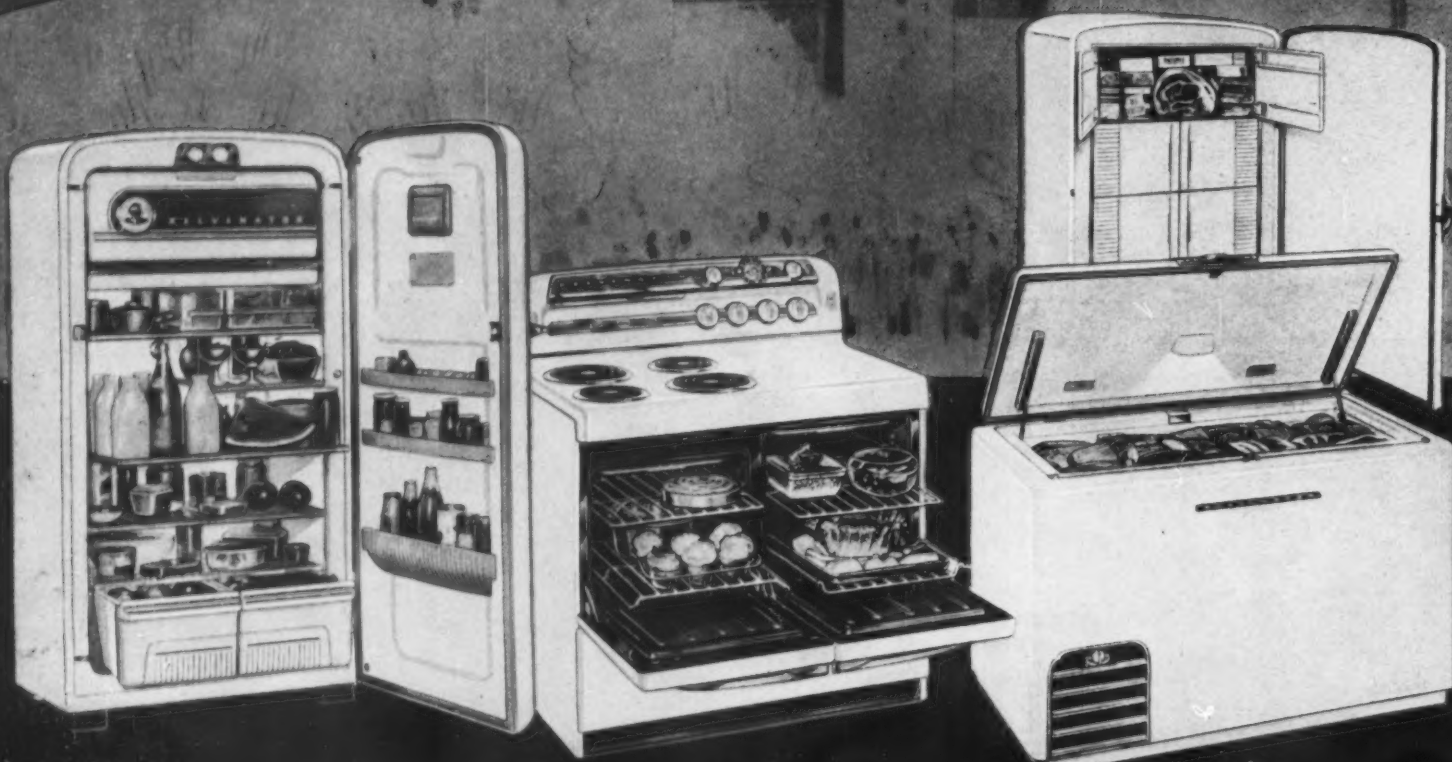
THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

Refrigerators • Ranges • Freezers • Water Heaters • Dehumidifiers • Kitchen Cabinets • Sinks • "Electro-Drain" Garbage Disposers • Room Air Conditioners

ELECTRICAL MERCHANDISING—JANUARY, 1953

PAGE 167

Join the *Kelvinator*



NEW!

KELVINATOR REFRIGERATORS

Kelvinator presents a brand-new family of feature-filled refrigerators, all similarly styled . . . strikingly beautiful.

There are four all-new "Magic Cycle" Models with new roll-out dairy shelves, built-in butter chests, full-width 5-wall freezers, twin "Moisture-Seal" crispers of tough chip-proof Polystyrene. New 2-door combinations—a home freezer and self-defrosting refrigerator in one compact cabinet—plus large-space conventional models *all* with Cold-Clear-to-the-floor design, and the plus features that have made Kelvinator the women's favorite through the years.

NEW!

KELVINATOR ELECTRIC RANGES

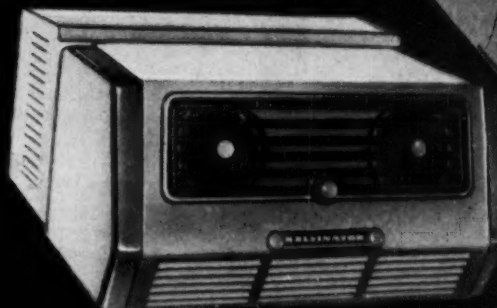
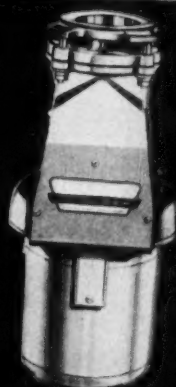
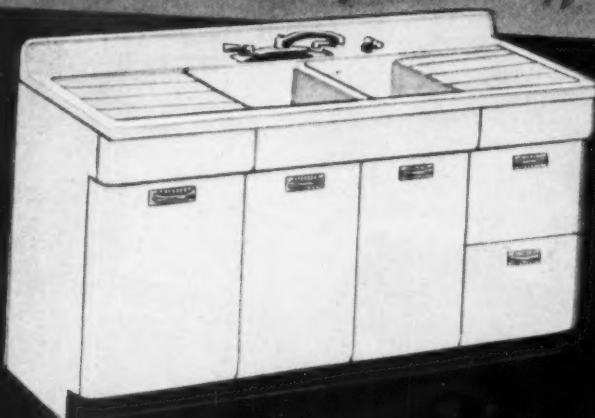
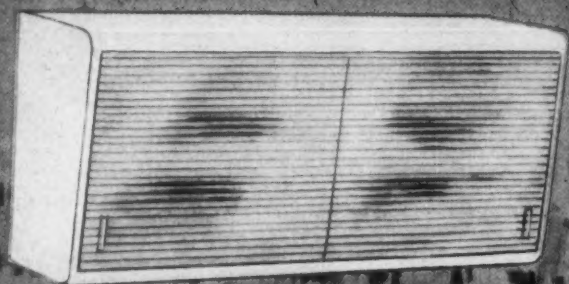
A sensational new line that includes two 30-inch models with the giant "Great Scot" oven that's a whole roast wider than most; double-oven models and standard size single-oven models. All have exclusive convenience and quality features found only in Kelvinator, and models that bridge the price span from price leaders to the luxury level.

NEW!

KELVINATOR HOME FREEZERS

The world's most dependable home freezer in compact chest-type models, and a brand-new, large-capacity upright model. Kelvinator freezers that have 5-wall freezing so foods are literally wrapped in a blanket of cold . . . for greater protection . . . faster freezing. And all Kelvinator Home Freezers are backed by the industry's longest pioneering experience in producing low temperature cabinets.

parade to better business



NEW!

**KELVINATOR
KITCHEN CABINETS
AND SINKS**

They're sensationally beautiful! The customer can install cabinets himself! A complete line of wall cabinets, base cabinets and sinks in all standard widths. Made of rugged steel with lifetime, baked-on enamel finish. Pantry-ettes (wall cabinets) feature fluorescent lighting, sliding translucent glass doors! They're traffic builders for any store!

NEW!

**ELECTRO-DRAIN
GARBAGE DISPOSERS**

Chews the garbage up and flushes it down the drain. Frees housewives from the messy bother of garbage disposal. Designed for any Kelvinator sink and will fit practically all other makes. Another great, new salesman in the Kelvinator Parade to Better Business.

NEW!

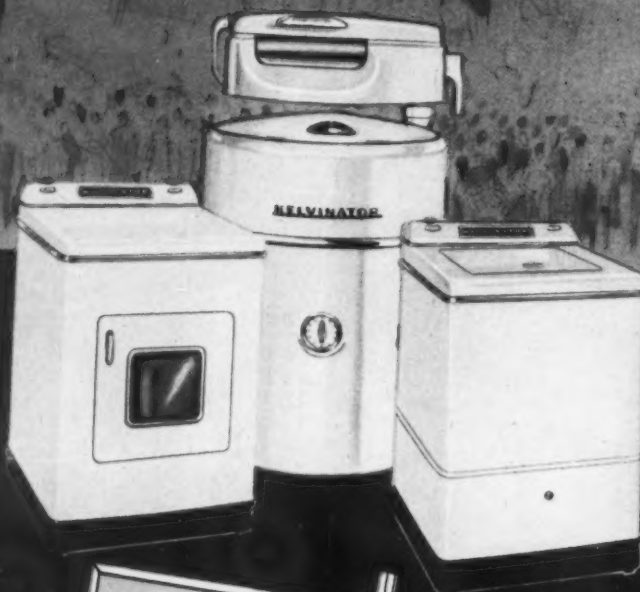
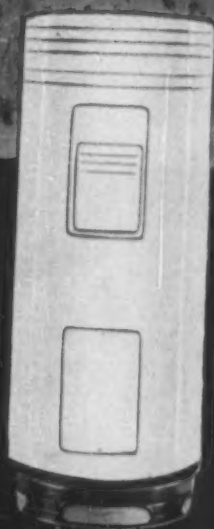
**KELVINATOR
AIR CONDITIONERS**

Another brand-new product in the Kelvinator Parade. It's designed with beauty in mind—and designed to provide more cooling at no more cost. Competitively priced . . . it has features to be found on no other air conditioner. And—it's an opportunity for Kelvinator retailers to get in on a growing and profitable hot-weather business!

THERE'S STILL MORE!

Join the **Kelvinator**

parade to better business!



NEW!

KELVINATOR WATER HEATERS

Available in either round or cabinet types. A full range of sizes. Kelvinator water heaters are built to provide more hot water at less cost, with cold-water baffle, heavy Fiberglas insulation, heavy-gauge steel tanks. Everyone's a sales getter. Get your share of the profitable water heater business with Kelvinator!

NEW!

A COMPLETE LINE OF KELVINATOR HOME LAUNDRY EQUIPMENT

Really big news from Kelvinator. Soon Kelvinator will show to dealers the most modern line of laundry equipment, including an automatic washer, conventional washers, ironer and drier—everything the dealer needs to compete in this big phase of the appliance business!

Each of these products in its own field adheres to Kelvinator's long established standard of quality. But even more important is the retail-minded franchise that stands behind them.

Does what you have seen and read challenge your interest? You are invited to send

for the complete story of the Kelvinator franchise and its unusual provisions for your business security and progress in the new selling era ahead.

Your inquiry will be held in strict confidence. Nash-Kelvinator Corporation, Kelvinator Division, Dept. 00-00, Detroit 32, Michigan.

Water Softeners

Great potential and small sales characterize one of most useful and least known appliances. Makers cite product as ideal item for dealers willing to do specialty selling job

SO few figures on water softener sales are available that it is almost impossible to gather worthwhile information on the industry. The present best estimate of 1952 sales of electric home water softeners is approximately 50,000 units. Because so many small manufacturers operate at the local level, no reliable figure exists for all types of home softeners. According to one leading maker there are between 500,000 and 600,000 water softeners in use. Another large manufacturer, it is claimed, has some 400,000 units in homes on a rental basis.

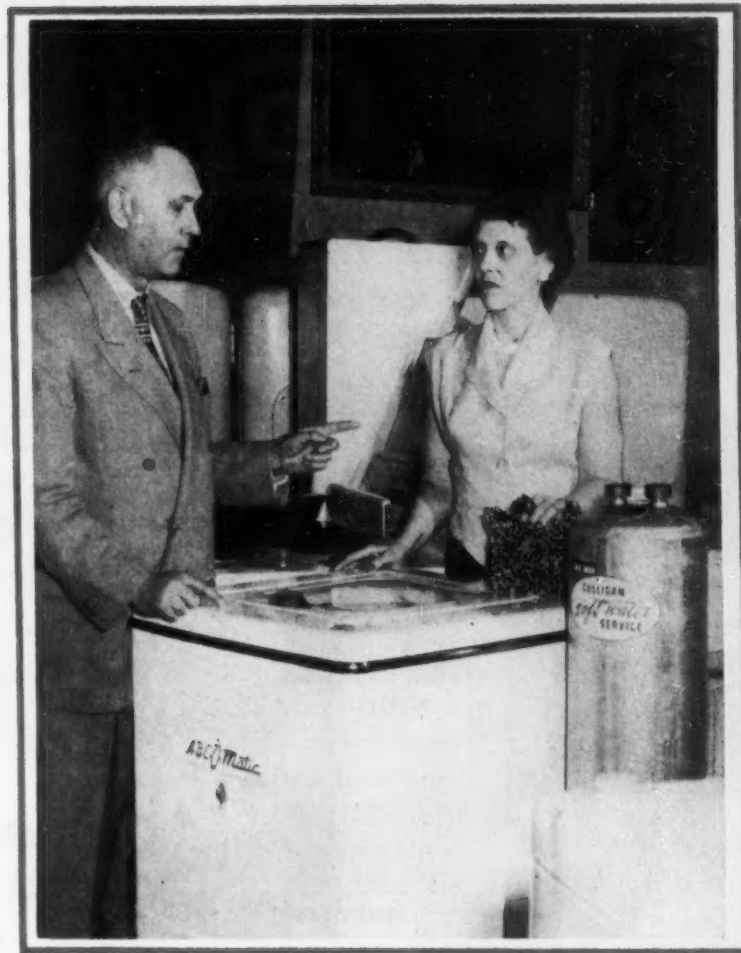
However, these few, small figures do reveal the one important fact that water softeners fail to even approach the potential their use value warrants. As one producer bluntly puts it, "The industry as it stands today does not have the capital investment to do the required educational job. If some big appliance manufacturer like Bendix or G-E would step into this business and break the market open, water softeners would really go."

Other manufacturers agree with this one that when people learn what a water softener will accomplish they are willing, even anxious, to buy.

The softener is not limited in usefulness to a small area of the country. One manufacturer estimates that approximately 90,000,000 people live in areas supplied with water of over five grains in hardness and, since any water with over 3.5 grains of hardness per gallon can be called "hard water", the market consists of well over 100-million prospects. The accompanying map shows that actually very little of the United States is completely free from the curse of hard water.

Potential Exceeds Sales

But, say some of the 16 listed manufacturers, sales are not keeping pace with the potential. As one puts it, "The degree of saturation is not known, although it is very small, and in many areas becoming smaller, since I am sure that new home construction outstrips sales of softeners in many areas. . . . A variety of channels have been used to distribute softeners, plumbing jobbers and plumbers, appliance stores, hardware stores, and specialty selling groups. Of all these the outstandingly successful method is the use of specialty selling groups, which had its really effective beginning in Los Angeles and Southern



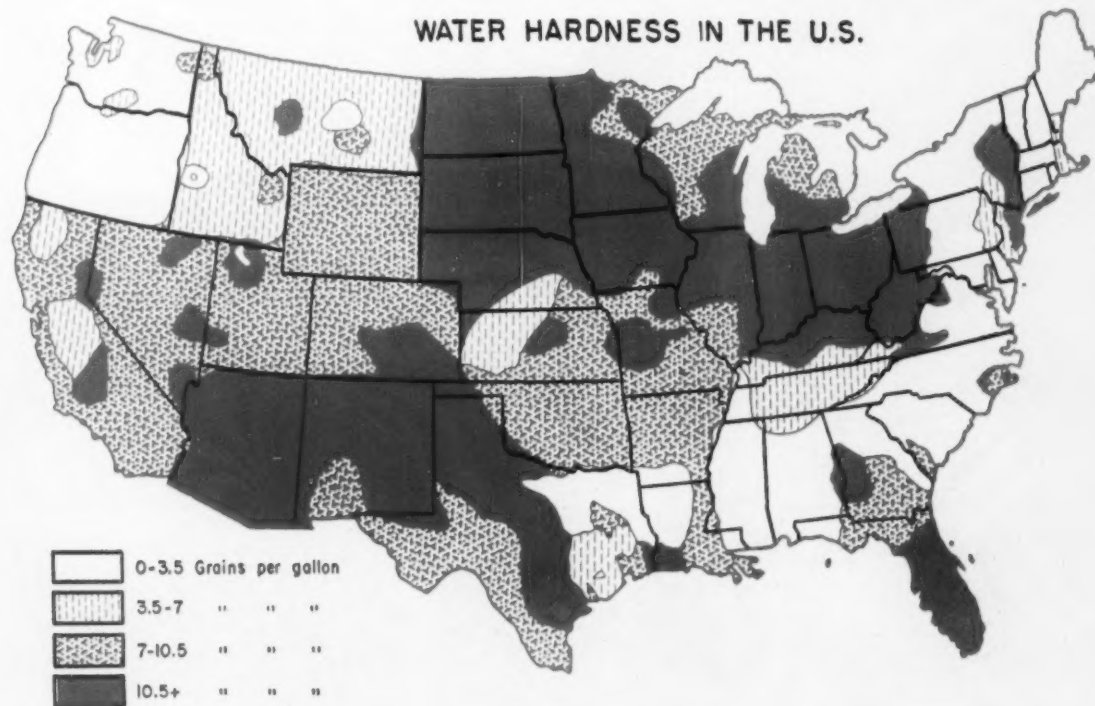
California. In this area today both distributors and dealers handle softeners exclusively and have developed a pattern of developing leads and sales to a very high level.

"Why are the other channels so lacking in desirability? Chiefly because water softeners must be sold,

not just offered. A softener is usually far down on the average home owner's list of wants, if he is even aware of their existence. A rather consistent figure of sales is made every month through these channels, arising from people who walk in or call up for a softener. This figure, however, is at the starvation level, and to mean anything to the manufacturer the number of 'onesy-twosy' dealers has to be so large as to make it unprofitable to promote. . . . One of our leading plumber jobbers sold two water softeners in 1951 through his many plumbing accounts. This year, through one specialty dealer, he has moved 230 units, all in the last six months. This example can be repeated over and over again, leaving very little doubt as to how softeners should be sold."

This rather long quotation expresses a viewpoint held by many makers: softeners require specialty selling effort. One maker believes that nothing is so convincing as a home demonstration and to prove its effectiveness he cites the example of a retailer who has been so successful with the method that when he installs a softener on free trial he plumbs it in permanently instead of using the cheaper and more easily removed rubber hose. However, this same industry spokesmen claims that the necessity of home demonstrations is a stumbling block to sales, at least as far as appliance dealers are concerned, "because they like to sell off the

(Continued on page 174)



KNAPP
BETTER PRODUCTS



MONARCH
FOR BETTER LIVING

Sells 'em!

2 piece
no-splash
top

6 sided
bowl for
whirlpool action

Stainless
steel
blades

3 speeds...
one for
every need

Only the Liquidizer is 12 Appliances in 1

The complete electric food machine that liquefies, grinds, grates, whips, pulverizes, chops, blends, powders, mixes, churns, purees . . . and even shaves ice. Only the **KM** Liquidizer is designed to do these kitchen chores . . . that require variations in speed.

Only the Automatic Electric CHEFSTER is 7 Appliances in 1

- Deep Fries
- Cooks
- Bakes
- Warms
- Steams
- Blanches
- Electric chafing dish

The **KM** CHEFSTER has a complete range of temperatures . . . automatically controlled . . . simply "dial"



for desired temperature. Indicator light signals when ready. Comes complete with fry basket, baking and steaming rack, measuring cup and detachable cord.




KNAPP




MONARCH

THIS FULL CAR OF
 **LIQUIDIZERS**
 IS GOING TO ONE
 **DISTRIBUTOR**


Only THE **KNAPP**  **ELECTRIC Liquidizer** is in The Complete that does 21 Time-Consuming... with No Attachments to buy!

Only THE **KNAPP**  **MONARCH** AUTOMATIC ELECTRIC **Chefster** IS 7 APPLIANCES IN 1 'WORLD'S FINEST DEEP-FRYER AND ALL-PURPOSE TABLE COOKER

HARD-HITTING
NATIONAL ADS PRE-SELL
YOUR CUSTOMERS WITH OVER
72 MILLION MESSAGES!
PLUS...TV at the local level!

Only the **KNAPP**  **M** grinds, pulverizes, blends, liquefies. Tiresome task the flick of a switch. Actually washes soap and water swoosh, it's clean.


attachments... Complete with all FREE...big, colorful 70 page book...an exciting guide to magic meals containing 299 taste-tempting recipes.

EASY AS A DISH TO CLEAN...only the **KNAPP**  **MONARCH** Chefster has the round, removable, sanitary Thermo pan. Wash it with your dishes...wipes clean in seconds.

KNAPP  **M** ST. LOUIS 16, MISSOURI
 BETTER PRODUCTS FOR BETTER LIVING

KNAPP  **MONARCH** ST. LOUIS 16, MISSOURI
 BETTER PRODUCTS FOR BETTER LIVING



GET THE DETAILS OF  red hot exclusive "self-seller" DEALS AT THE HOUSEWARES SHOW... BOOTH #650... CHICAGO... JANUARY 15

ST. LOUIS 16, MO., U. S. A.

Introducing The NEW! Rangaire KITCHEN STOVE HOOD



View at right shows grease filter, easily removed and cleaned. Recessed light panel in front of filter.

WHITE ENAMEL \$49.95
COPPER or STAINLESS STEEL \$99.95

FOR INSTALLATION IN KITCHEN CABINET

The new Rangaire Hood . . . of beautiful, gleaming White Enamel, chrome trimmed or in Copper or Stainless Steel . . . installs in the modern built-in kitchen cabinet, directly over the range.

FITS NEW OR COMPLETED CONSTRUCTION

Rangaire uses very little space. Only the Hood canopy is visible when cabinet doors are closed. Easy access to blower and filter. Steel Hood and back-splash panel afford fire and smudge protection for wall and cabinet. The Rangaire Hood removes cooking fumes, grease, odors and excess heat . . . protects walls, furniture, rugs, draperies, clothing and ceilings throughout the house. A modern kitchen necessity!

DISTRIBUTOR AND DEALER INQUIRIES INVITED

A PRODUCT OF
ROBERTS MANUFACTURING COMPANY
DEPT. 5 CLEBURNE, TEXAS

Water Softeners

CONTINUED FROM PAGE 171

floor." He adds that merchants who handle water softeners exclusively do the best job for his company, accounting for 25 to 30 percent of sales.

A Modern Appliance

As far as design is concerned, water softeners have come a long way since 1858 when H. Eichhorn, a German, made the first synthetic ion exchanger. What a water softener does, basically, is to trade the harmless sodium ions in the softener for the harmful calcium and magnesium ions in the water. The softening compound in today's models is usually a resinous (polystyrene base) zeolite, a far more effective material than the recently used and lower capacity sodium-aluminum-silicate type of zeolite. Because of these new zeolites, the size of water softener units for home use has been materially reduced even since the war. For example, one manufacturer sold a two-tank model (one tank containing a zeolite, the other containing the regenerating brine solution) just after World War II for \$450. Today he sells a one-tank softener of the same capacity for \$250.

The elimination of the brine tank has been effected by several makers, thus cutting costs and increasing the popularity of so-called "hand salt" models, one tank units into which the customer pours a quantity of salt to regenerate. Regeneration is necessary, of course, when the zeolite becomes so saturated with calcium and magnesium it can no longer function. In some of today's models all that is necessary is that the customer pour in a given quantity of salt and set a timer. Other more expensive models take care of the whole process automatically, even to determining when regeneration is necessary. During regeneration a brine solution flows through the zeolite, picking up the magnesium and calcium and flushing them down the sewer. Once regenerated, the zeolite will remove all the harmful ions until it is again saturated.

Model Popularity

One manufacturer says that his best selling models are those of 60,000 and 90,000 grain capacity. Another's best seller is a 25,000 grain model which lists at \$250. This one unit, he says, accounts for 75 percent of his sales. Prices in the industry start as low as \$170, can go as high as \$1,000, depending on size, installation problems and accessories such as filters for removing specific impurities. On the average, installations cost between \$25 and \$30 in the East and Midwest, between \$40 and \$50 on the West Coast, where many people have the softeners connected outside the house.

Although a water softener effects very definite economies in the home, the reason why most purchasers get them is, says one maker, to enjoy the personal use of soft water and mild soap for baths, etc.

However, soft water does make sub-

stantial economies possible. For example, a 1952 study of costs per family shows that with a water hardness of 20 parts per million (parts per million can be converted to grains by dividing by 17.1) soap cost \$31.04 per family for the year. In areas with a water hardness of 100 parts per million (equivalent to 5.7 grains) soap costs jumped to \$48.16. With 200 parts per million, soap cost \$59.12. The following shows these costs plus other costs created by hard water conditions:

Hard Water Costs per Family in 1952

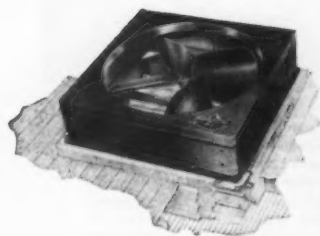
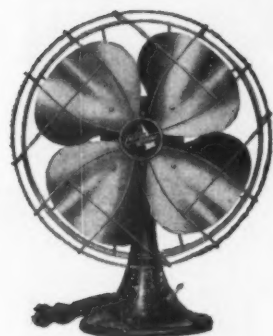
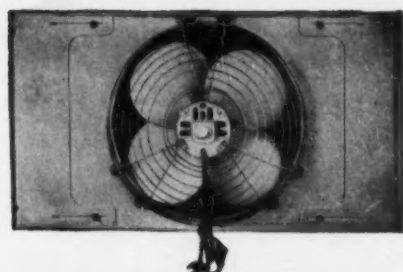
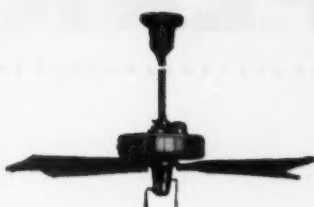
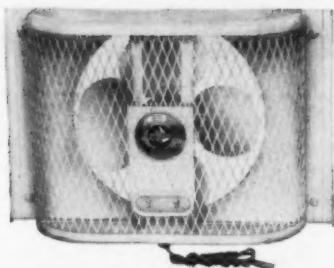
Water Hardness in Parts per Million	20	100	200	400	600
Soap	\$31.04	\$48.16	\$59.12	\$75.04	\$81.87
Fabrics	141.75	157.43	177.13	217.03	259.87
Water heater fuel	12.67	14.73	17.36	22.79	28.49
Water heater service	.39	1.44	3.43	5.39	6.72
Plumbing	2.70	3.96	6.23	11.06	15.79
Total	\$188.55	\$225.72	\$263.27	\$331.31	\$392.74

The table shows that as water hardness increases soap costs rise, because it takes more soap to get things clean in hard water; fabric costs rise because they wear out faster washed in hard water; fuel costs go up because hard water deposits inside a water tank act as insulation against heat; the same deposits have a destructive effect on plumbing pipes. From these figures it is apparent that reducing water hardness from, say, 400 to 20 parts per million would effect an overall saving of \$142.76. Reducing it from 600 to 20 parts per million would save \$204.19, enough to pay for some softener units in the first year of use.

The 1953 Outlook

Most manufacturers providing information report that 1952 sales exceeded 1951. One maker says that he doubled his business in 1951, increased sales "at a very satisfactory rate in 1952", and expects a better than 50 percent increase in 1953. Another maker says he will increase market saturation for his firm from 1.5 percent to 10 percent in the next ten years, a 600 percent growth which will require \$170,000,000 in capital, 30,000 additional employees and 20,000 new trucks. If this goal is achieved, he says, he will have softeners in 3,390,000 homes. A third maker, one of the largest, believes that final figures will show a five percent slump in his 1952 sales, but he predicts a 35 percent increase this year.

To appliance dealers, particularly those who have suffered a diminishing net profit as the result of widespread price-cutting on major appliances and TV, the 35 to 40 percent discount structure on water softeners, plus the fact that they are so little sold, yet with so great a potential, water softeners could be an extremely profitable source of extra revenue. End



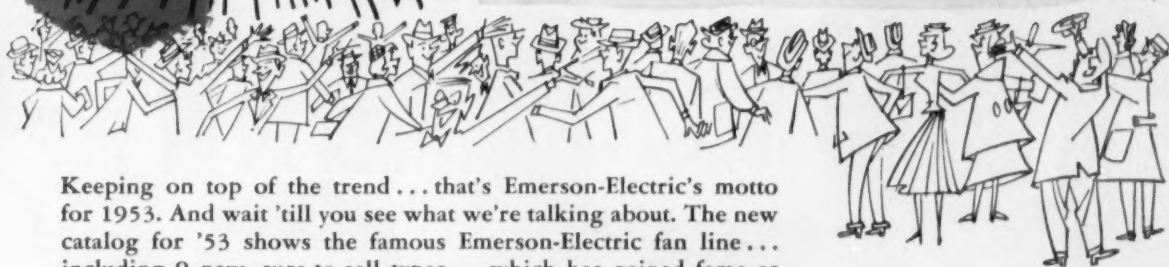
**GET
EMERSON-ELECTRIC'S
FAN CATALOG FOR '53!**

**NEW
FANS!**

**NEW
FINISHES!**

**EMERSON-ELECTRIC
FANS
for 1953**

**5-year
factory
to
user
Guarantee**



Keeping on top of the trend... that's Emerson-Electric's motto for 1953. And wait 'till you see what we're talking about. The new catalog for '53 shows the famous Emerson-Electric fan line... including 9 new, sure-to-sell types... which has gained fame as the most complete line of fans in America.

Full details are waiting for you in the *free* catalog.

As usual, of course, you can add the Five-Year Guarantee, Emerson-Electric's national advertising, sales helps, and the Emerson-Electric reputation for quality to the selling power of these fans. It's a winning combination... see for yourself!

See the Emerson-Electric Exhibit at the National Housewares Show, Jan. 15 thru Jan. 22, 1953.

Booths 950 and 952
Navy Pier, Chicago

EMERSON  **ELECTRIC**
FANS • MOTORS APPLIANCES

SEND FOR YOUR COPY TODAY!

Simply attach this coupon to your business letterhead... no filling out required. Mail today to:

THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.

Without obligation, please send me the new Emerson-Electric Fan Catalog (No. D28), together with 1953 price lists and details on Emerson-Electric advertising-merchandising sales helps.

The New **SPEAR** of Pittsburgh Tests

Sells 114



Star Salesmen All! Reading from left to right: J. B. BRUCKMILLER; I. T. SCAACHTER; W. G. MILLIGAN; N. C. LEY; A. RICHARDSON; L. R. KEYSER; S. ROSE (Assistant Buyer); J. N. MATTESON. Hats off to each of them for outstanding selling jobs!



MARTY SILVERMAN, Major Appliance Buyer of Spear. Mr. Silverman terms the Thor Spinner Washer promotion "spectacular." Mr. Silverman is not ordinarily given to superlatives. But one look at the sales results this Thor tie-in has turned in emphatically proves why "spectacular" is the one word that fits the picture!



HAROLD CRONE, General Merchandise Manager of Spear. Also a long-time veteran in major appliances. He, too, agrees that he has never seen a more effective selling package than the Thor 7-Point Sales Plan. Says it covers all the bases—from newspaper advertising to person-to-person selling—and the 2½ week sales total achieved by Spear shows convincingly that it pays to use every one of the 7 selling points!

Thor 7-Point Sales Plan...

.....

Thor washers

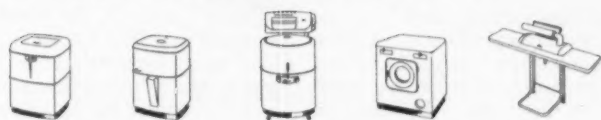
*Reg. U. S. Pat. Off.

in 15 days!

Celebrating their 60th Anniversary Year with an appropriate accent on Selling, Spear of Pittsburgh, took one good look at the Thor 7-Point Sales Plan—and really “got the point.”

Just how deep an impression the plan made on the management and on the sales force is graphically illustrated by the 15-day sales figures headlined here! And best of all, the last-minute total shown is just a starter! Sales of Thor Washers at Spear are continuing—at the same spectacular rate—week after week!

Thor CORPORATION, Chicago 50, Illinois



Automatic, Spinner and Wringer Washers • Dryers • Gladiron

Other stores report Outstanding Sales

CHICAGO: reports brisk sales as result of Thor 7-Point Program tie-in. 60 Thor Spinner Washers sold in a few days.

CINCINNATI: ties in—moves more than 80 Thor Spinner Washers.

TOLEDO: cashes in quick with total of 60 Thor Spinner Washers reported sold.

CLEVELAND: sells 50 Thor Spinner Washers in 3-week period.

Sewing Machines

Spurred by continually rising consumer interest, 1952 sales approach 2,000,000 units. Appliance dealers get estimated 10 percent of business

The popularity of the home sewing machine has been rising sharply during the past several years and 1952 was no exception to the trend. All current signs indicate that an equally good sales crop will be harvested by dealers during 1953.

Estimates of sales for 1952 vary, but most reporting sources are agreed that it was a good year for the industry. Two factors alone make it hard to accurately arrive at the extent of unit sales for the year. These are (1) the continuing reluctance of the largest American manufacturer to divulge information regarding their operation, and (2) the continuing expansion in importation of machines of foreign manufacture, most sales of which are relatively hard to trace. Best guess would indicate that unit sales from all sources during the past year reached close to 2,000,000 machines.

Knowledge of Brand Names Evident

Most manufacturers could point knowingly to the relative value of consumer advertising and its effect upon their sales effort, since in the majority of cases purchasers of sewing machines appeared to have bought with a more than adequate knowledge of brand names to guide them. Thus in surveys conducted by publications and newspapers the names most often encountered were those of concerns whose product had been familiar on the American scene as far back as the turn of the century, and before. Among these the Singer company, with its wholly owned network of outlets, was mentioned most often. Following closely thereafter were such well known products as White, Domestic, New Home, Free Westinghouse, and Wheeler and Wilson. Many consumers were also finding that the machines offered by two of the larger mail order houses were deserving of attention, and Kenmore and Montgomery Ward showed high percentages of ownership.

Basic Types

Sewing machines for use in the home consist of three basic types, all classified according to the manner in which the shuttle operates. These consist of the oscillator type, the rotary type (most often encountered), and the vibrator type. In most of the models on the market today all of these types have been developed to a high

point of engineering perfection, and can generally be counted on for many years of trouble free service, a point of considerable importance to the dealer who must bear the purchaser's wrath if and when repairs become necessary.

Many Imported Machines on Market

Perhaps the most conclusive proof of the increasing popularity of the sewing machine may be gained from the number of units of foreign manufacture which have come on the market during the course of the past few years. It might be claimed by some American manufacturers that this condition, differing as it does so greatly from the pre-war period when four or five companies in this country had completely dominated the sales scene, was hurting the domestic industry. Not so, claims one importer, contending that since the foreign machine must be widely promoted to survive, the increased publicity has brought with it an increased "sew-mindedness" on the part of the public, a condition which has proved beneficial to the industry as a whole. Whether this is completely true is debatable. However there would appear to be a certain logic to the theory, and it might well account for the continuing public interest in both better models and those of cheaper price and manufacture.

Countries which were exporting in quantity to the United States during the past year included Italy, Germany, Switzerland and Japan, with manufacturers in Sweden and Holland contributing lesser amounts to the totals sold. As one indication of the extent of the market which exists in this country today, one of the better known of the European producers, Necchi, reported that almost 50 percent of its total factory production was currently being funnelled into the American market.

Most widely voiced criticism heard regarding imported units was limited availability of service facilities and replacement parts. To offset this, many of the importers of high caliber machines were building up impressive sales and servicing organizations to enable them to compete with established American firms. One company reported having built up its operations to the point where 1,800 dealers were handling its product, 50 distributors



had been franchised, and adequate replacement parts were on hand in this country to service their product for at least 10 years. This approach, insufficiently followed by some importers, pointed up the manufacturer's awareness both of the consumers' plight, that, "service facilities and parts were non-existent", and an increasing realization that unlike other appliances, the purchaser of a sewing machine considered that he had made a lifetime investment. Because of this factor, and depending upon your interpretation, a survey conducted in midsummer of 1952 by Family Circle revealed, (a) that most owners did not consider replacement of a machine, or (b) that a large market for replacements did exist. The survey showed:

Age of Machines in Use

Under 1 Year.....	3.48 percent
1 to 5 Years.....	26.38 percent
6 to 10 Years.....	13.62 percent
11 to 18 Years.....	17.97 percent
20 to 25 Years and over.....	38.55 percent

What the survey did point up conclusively was the relatively high percentage of ownership, 81 percent of those responding advised that they had a sewing machine in their home. As a further indication of the extent to which the American housewife has embraced the sewing machine, at least one manufacturer estimates that 30 million women are today making some of their own or their family's

clothing. While this can partially stem from the continually rising cost of living, a portion of this popularity arises from the fact that many women consider the sewing machine the best and cheapest answer to keeping up with the latest trends. What cannot be denied is that the sewing machine is essentially an appliance for women, and as such, the retailer's promotional activity should be directed in her direction as the primary target.

Seasonal Trends Vary

On another page of this issue ELECTRICAL MERCHANDISING has published its latest study of monthly sales patterns. Sewing machines appear from this study to evidence their greatest appeal to consumers during December. Sales in that month of 1951 reached 17.28 percent of the year's total, a figure almost double that of any of the preceding months of the year. This would indicate the popularity of sewing machines as Christmas gifts. Generally speaking, the fall months appeared to be the best time during the year to attract customers. In 1951, for example, October percentages reached 8.34, followed by 9.03 in November, and the December high already indicated.

Family Circle in its survey asked the question, "If you bought a machine, what model would you prefer?" In a tabulation of replies received an

(Continued on page 184)



"ON THE BEAM" WITH CROSLEY TV
 You can see it **BETTER** on a CROSLEY

AMERICAN KITCHENS
 CROSLEY HOME APPLIANCES
 CROSLEY BROADCASTING
 CORPORATION
 HORN
 LYCOMING
 NEW IDEA
 SPENCER HEATER

"CROSLEY 21" TABLE MODEL FASTEST MOVING SET ON MY FLOOR"

REPORTS LYLE MATHESON, BATTLE CREEK, MICHIGAN, DEALER
 WHO USES SIDE-BY-SIDE TEST TO CLINCH SALES

"I can hardly stock enough of those Crosley 21-inch table models to keep up with orders!" says Lyle Matheson, owner of the Battle Creek, Michigan, Trading Post. "When you've got a TV set with as many great features as the 21TOL—it sells, and fast!

"When I put this Crosley set next to a competing make and tell the customer to turn them both on—he can see for himself how clear the Crosley picture comes in."

The Crosley side-by-side test IS convincing. Crosley's automatic focusing keeps pictures dead center and eliminates fuzziness at the edges of the screen. The no-glare picture window reflects room or window light to the floor and out of a customer's eyes.

And when you get down to hard-selling, look at all the arguments on your side! Selling price? \$259.95—and that includes federal tax and full-year warranty on all chassis parts AND picture tube. Does the customer live out in the country? Crosley's Booster-Switch builds up extra power to



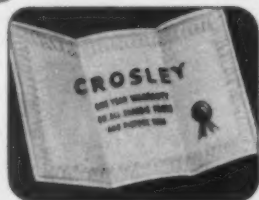
bring in weak or distant stations. Cabinet work? Mahogany- or blond-finished. AND ALL WOOD. No metal cabinets . . . no plastic.

This 21" Table Model Crosley is the "fastest moving set" on Lyle Matheson's floor. Stock 'em—and see how fast they move off your floor!



"THESE THREE REASONS ALONE HELP ME SELL CROSLEY TV"

says: Zell S. Lewis, of Dayton, Ohio



FULL-YEAR WARRANTY—"Crosley's warranty—included in the price—arms me with the best sales argument of all. People expect a year's coverage on the picture tube. When I tell them Crosley's warranty covers every part in the chassis as well, it's an eye-opener!"



INTERFERENCE CHECKED—"Appliances used in the home, sometimes even passing cars and low-flying planes, cause white lines to appear on TV screens. Special wiring and advanced engineering have just about licked this annoyance in Crosley television sets."



NO-GLARE PICTURE WINDOW—"The glass picture window on a Crosley is specially slanted so it reflects room lights right down to the floor and out of viewers' eyes. Prospects are impressed when I tell them they can keep lights on—and still enjoy Crosley television."

AND DON'T FORGET—THERE ARE **TEN** REASONS WHY
 YOU CAN SELL THEM **BETTER** ON A CROSLEY

W.A. Blees
 says



"The outlook for the television business in 1953 is glowing. The TV audience expands daily. New TV stations are opening at the rate of two a week. TV programs grow more interesting and helpful. And TV sets get better and better. Service has been much improved. Even a new administration may mean the beginning of a change in the flood of regulations the average merchant has had to contend with.

★ ★ ★

"Yes, this is the year television merchants have been waiting for. As the TV market widens, the market for Crosley sets will widen even faster. We have set our sights . . . laid our plans . . . invested in advertising and promotion firm in the belief Crosley is destined to win a larger and larger share of the market.

★ ★ ★

"In recent years many enterprising dealers have discovered new ways to increase their sales. They have set a pace that others will follow. Some dealers—in large cities—have opened stores outside city limits in the growing suburbs where parking conditions are more favorable.

★ ★ ★

"Many dealers find staying open one or more nights a week well worth the extra effort. Buying a TV set is, after all, a family affair. When husband and wife shop together, it's easier to get that sale settled on the spot.

★ ★ ★

"But whatever new steps you take—advertise them . . . advertise them steadily . . . and never stop your advertising efforts. We at Crosley stand ready to help our dealers in every possible way. We want them to get a record share of the growing television market in 1953 . . ."

"ON THE BEAM" with CROSELEY TV

FINE FURNITURE DEMANDS FINE WOODS, FINE CRAFTSMEN—AND TIME!

These photos give some idea of why Crosley all-wood cabinets are fine furniture.



FOR MANY YEARS THIS FACTORY HAS BEEN NOTED for its production of distinguished, hand-crafted furniture. Today—the plant's designers, woodworkers and cabinetmakers devote all their skill and time to the making of Crosley television cabinets.



NOT THE SLIGHTEST MARK or blemish can hide under a high-gloss Crosley finish. That's why each piece is sanded *five* times, first by machine, and finally by hand with a paper so smooth you can't even feel its tiny grains!



THREE COATS OF LACQUER sprayed on a cabinet create a hard, gleaming surface—but it takes this hand-rubbing with pumice-stone powder and oil to give a Crosley cabinet its heirloom gloss.



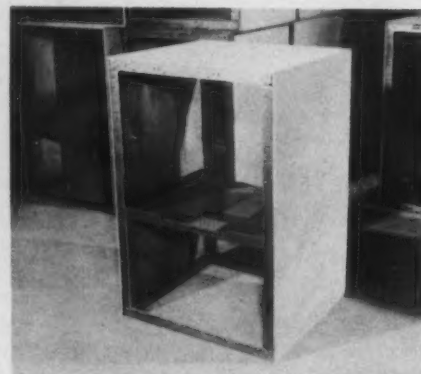
MAURICE BECKHAM has been making fine cabinets for more than 45 years! You can tell by the way he handles a piece of wood that fine cabinetmaking is his pride as *well* as his job. Here you see Maurice hand-tooling the bevel on what will be the face of a Crosley Custom Console.

Whether it's genuine oak or mahogany he's working on, it's fine, rich wood—not metal or plastic!

A television set isn't a small object you hide away in a corner somewhere. It stands proudly in the living room where everybody sees it about the first thing.

That's why—although there is nothing particularly wrong with metal or plastic—we just don't think they look well in the living room. Crosley believes any man and woman would rather have a fine wood cabinet to go alongside other beautiful living-room furniture.

We know that's true. You know that's true. Wood harmonizes better with other furnishings . . . gives a richer effect. Crosley all-wood cabinets are a major selling appeal.



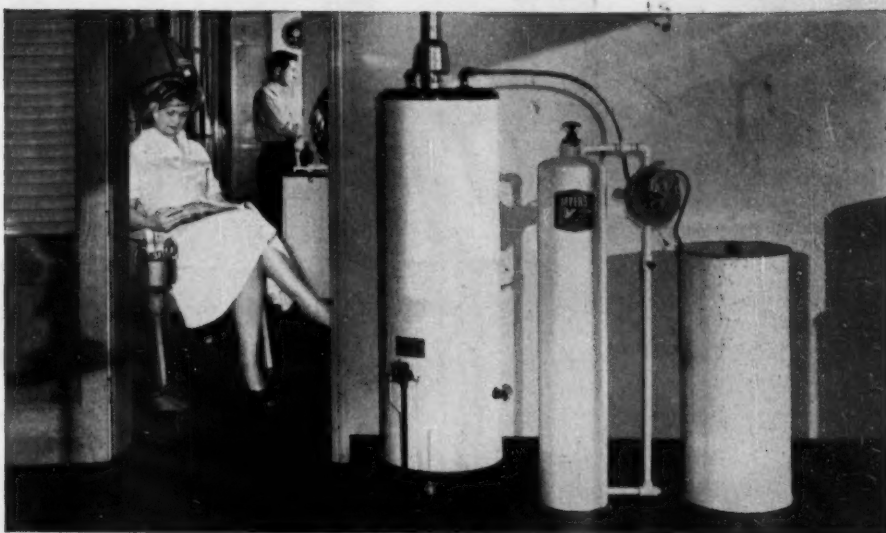
SEE THAT STEEL FRAME? Solid as a skyscraper. Crosley cabinets are not only solidly built in themselves—but many consoles are actually put together on a steel frame for extra, lifelong solidity.



A HANDSOME CABINET CLINCHES MANY A TV SALE! Here's popular 18th Century style adapted to today's homes by Crosley's expert designers . . . built by Crosley's expert craftsmen. This console—finished in rich, hand-rubbed mahogany veneer—houses a 21-inch Custom Television and Radio-Phonograph combination.



SELL A WATER SYSTEM TO SELL YOUR LINE. When a city dweller plans his back-to-the-country move, one of the first things he has to have is a water system. The dealer who sells him, not only makes a good profit on the water system sale, but is also in an excellent position to sell related merchandise such as an automatic garbage grinder, automatic washer or dishwasher, simply by following up his customer.



OTHER PROFIT ANGLES. Your present customers, as well as soda fountains, beauty shops, etc. right in your town are prospects for water conditioners which you would normally carry in your Water Supply Department. So the water "expert" on your staff can make money not only on water pump installations, but also on water conditioners. Sales run high on commercial installations with good profit for you. As one method of promoting interest, dealers offer free water test service as a door-opener.



MYERS HELPS YOU TRAIN A WATER SUPPLY EXPERT. The Myers factory training school is open to qualified dealers sincerely interested in developing a water supply expert for their staff. In addition, Myers factory representatives are available to work closely with dealers in developing a complete promotional program and personal sales slants.

Bring in New Business with a Water Supply Department

... a Water Supply Department is a new source of profit for appliance stores

THE back-to-the-country movement is now in full swing in the U.S. Every year hundreds of people in your town are building new houses or buying older ones beyond city water mains. The whole problem of putting in a home water system is very unfamiliar to most city people. Sooner or later they realize they need the

help of a specially-trained "expert"; a specialist who would be the head of your Water Supply Department.

If you would like more information, a Myers representative will be glad to call on you. Write the F. E. Myers & Bro. Co., 201 Fourth Street, Ashland, Ohio.

Got a water problem?
Phone the Myers water supply expert at
PHONE NO. _____
Complete water service from well to sink. Free estimates.
Free water analysis (not a bacterial analysis)
• Well drilling
• Water heaters
• Water conditioners
• Water pumps
• Water softeners
• Kitchen cabinets & sinks
We install and service what we sell.
More Buyers Buy Myers Pumps
Famous for quality since 1870

Building a home in the country?
Let us help you plan the water supply
We'll talk over your water requirements with you and recommend a water system. Our recommendations consider present needs of drinking, bathing and sanitation. We provide a cost estimate to fit your budget. There is no charge for this free service.
EASY CREDIT TERMS ON EVERYTHING WE SELL
No down payment—up to 24 months to pay.
We are Myers Water Supply Experts. We sell and service the famous line of Myers pumps, softeners and water conditioners.
Complete running water service from well to sink. Free Water Analysis (not bacterial). Well drilling, cabinets and sinks.
More Buyers Buy Myers Pumps
Famous for quality since 1870

MYERS SUPPLIES FREE PROMOTIONAL AIDS. Ad mats, literature, and direct mail are free to you along with dozens of other promotional aids. These help establish your store as headquarters for anyone with a water supply problem.



MYERS HAS A COMPLETE LINE OF WATER EQUIPMENT. Myers Pump and Water Systems are known the world over for their high quality. In addition, Myers also offers water softeners, neutralizers, filters and purifiers. No need to line up several suppliers when you buy stock for your Water Supply Department.

why Amana outsells all

Amana
FOOD FREEZERS

**greatest profit
with an unlimited**

Amana sells faster

Customers are pre-sold on Amana performance and efficiency by a nationwide advertising program. No other brand has such a sound combination of practical design plus engineered performance superiority.

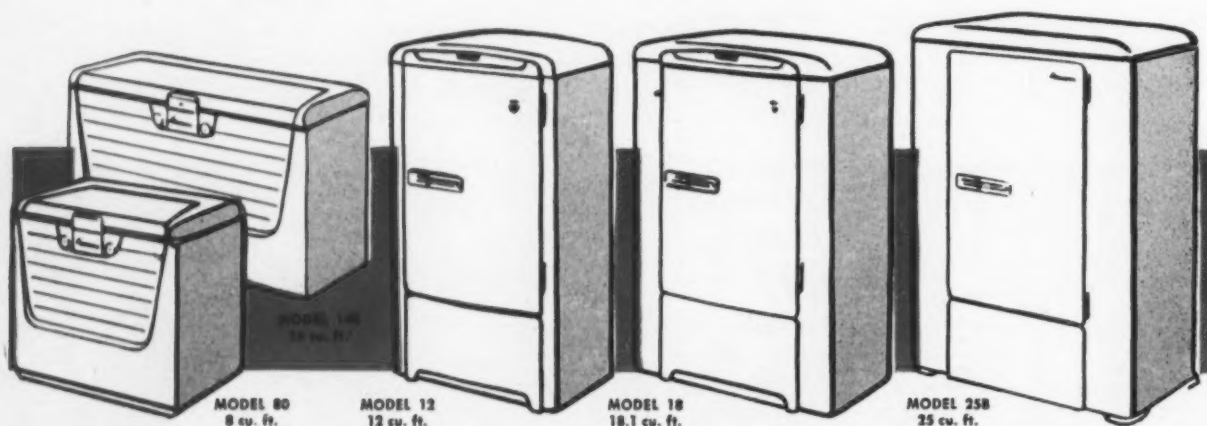
your profits assured

Amana dealers' profit is protected. Your big-volume, wide margin profits are not cut into by trade-ins, service and installation costs, or price cutting! When you sell Amana Freezers they **STAY SOLD**.

a ready-made market

Recognized quality of product coupled with Amana's hard-hitting national advertising program means **MORE PROSPECTS** and **EASIER SALES**. Satisfied users and superior performance result in more referral sales, too!

BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP



Amana

THE "STEP-UP" LINE OF FOOD FREEZERS. Amana's complete range of prices and models, including popular chest styles and "Sharp-Freeze" uprights, gives the Amana dealer both a higher average unit *sale* and higher average unit *profit*.

NATIONALLY ADVERTISED...FEATURED ON RADIO AND TELEVISION



THE ONLY FREEZER TO RECEIVE THE FAMOUS FASHION ACADEMY AWARD

outperforms... other freezers

**line in freezers
market in 1953!**

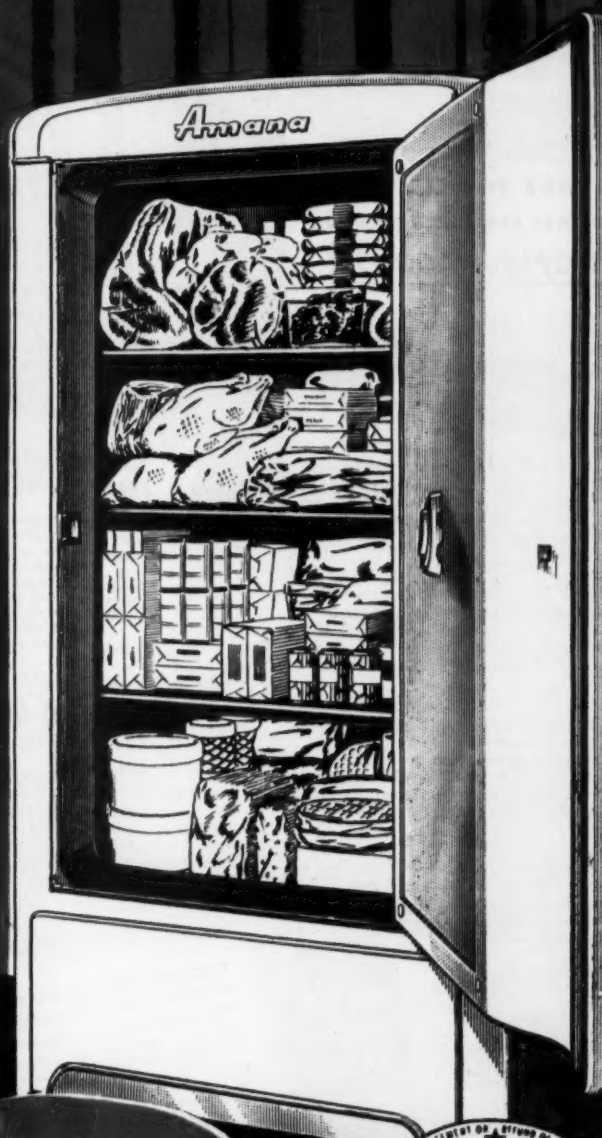
**guaranteed
to outperform all
other food freezers**

Nationally recognized testing laboratory results proved the Amana Upright BEST BY TESTS for freezing larger quantities of food, faster, better and more economically than other leading makes tested.



Continual comparative tests in factory laboratories show that Amana stays ahead of the field in every way!

AMANA REFRIGERATION, INC.
AMANA 16, IOWA
World's largest exclusive manufacturer
of Food Freezers



Amana
UPRIGHT FOOD FREEZER

RECOMMENDED BY A STAFF OF EXPERTS
**Guaranteed by
Good Housekeeping**
DO NOT AS ADVERTISED THEREIN

the most copied
food freezer in America

"Safe Steam Heat from any Wall Plug"

**MAGIC WORDS WITH 44,000,000* PROSPECTS
FOR THE BEST SPACE HEATER IN THE WORLD!**

- WORLD'S SAFEST
- MOST EFFICIENT
- MOST ECONOMICAL

THE PORTABLE *Electresteam* ELECTRIC STEAM RADIATOR

**IT'S JUST AS EASY TO SELL AS
ANY OTHER TROUBLE-FREE APPLIANCE PACKAGE
AND IT'S PROFIT-PACKED!**

Plenty to Tell for Loads of Sell!

SAFEST IN THE WORLD

It's as safe as a toaster—no fumes, no fire hazard, no exposed elements—absolutely as safe as the radiators in a regular heating system. U. L. Approved—of course.

HIGHEST EFFICIENCY

Heats by true convection—distributes abundant, uniform, healthful steam-heat to every corner of the room—leaves none of the "cold spots" of directional heaters.

LESS THAN 2¢ PER HOUR TO OPERATE

Most economical space heater on the market—delivers more heat for less. Exclusive patented all-steel construction transfers heat 4 times faster than old-fashioned cast iron radiators—and does it at lower operating cost.

PERFECT PORTABLE AUXILIARY HEAT ANYWHERE

ELECTRESTEEM is amazingly lightweight—carries easily (has convenient carrying handle) to provide ideal supplementary heat quickly and efficiently—anywhere.

BEST OF ALL, MR. DEALER:

ELECTRESTEEM IS PRICED RIGHT, AND

THE MARK UP IS RIGHT

NOW IS THE TIME TO ACT!

ELECTRIC STEAM RADIATOR CORP.

**GET THE
PROFIT
FACTS**



SAFE, HEALTHFUL STEAM HEAT FROM ANY AC or DC WALL PLUG

There's absolutely nothing comparable to ELECTRESTEEM—the finest auxiliary space heater in the world. Available in two models: 8-SECTION delivering 3,250 BTU per hour; 10-SECTION delivering 3,940 BTU per hour. Choice of Walnut or Ivory finish. Each model delivers safe, healthful man-sized heat on midget-sized power consumption.

* TREMENDOUS UNTAPPED MARKET FOR APPLIANCE DEALERS

Every home is a prospect—for nursery, basement den, workshop, attic, sick room, bathroom. Hundreds of other profitable markets: Summer cottages, motels, trailers, gas stations, yard offices, ticket booths—wherever safe, healthful supplementary heat is desired. There's no limit to the market—no limit to your selling and profit potential.

**ELECTRESTEEM is nationally
advertised to pre-sell for you**

ELECTRIC STEAM RADIATOR CORP.
1 Electric Avenue (Bourbon County) Paris, Kentucky
Please send complete descriptive literature and sales help—everything I need to build a profitable business around ELECTRESTEEM Radiators.

Name _____
Address _____
City _____ Zone _____ State _____

Sewing Machines

CONTINUED FROM PAGE 178

overwhelming proportion favored the cabinet-console model, 54.5 percent, a lesser number, 26.5 percent, liked the portable types, and 19.0 percent were undecided as to type. One manufacturer advised that on the basis of last year's sales the console to portable ratio reached even higher proportions, with his national sales averages being 80 percent for the console type and 20 percent to portables.

Installment Purchases High

Reflecting the relatively high purchase price (portables averaged between \$140 and \$250, consoles \$175 to \$336) a preponderance of sales were made on the installment plan. One manufacturer went so far as to indicate that an approximate 75 percent of all present day sales were being made on the strength of the purchasers being able to make time payments, with the majority of sales also carrying with them the trade-in of an old machine. Still another manufacturer concurred on the extent of installment purchases, but claimed that the trade-in rate had decreased from the 60 to 70 percent common several years ago, to a more moderate 40 percent in today's market. As a basic consideration the appliance dealer who adds the sewing machine to his line should be prepared to meet the purchaser's request for installment payments.

Outlet

Family Circle's readers reported purchasing their sewing machines at the following outlets: sewing centers, 46 percent; department stores, 34 percent; appliance stores, 10 percent; other outlets, 10 percent. While this ratio will probably parallel closely the outlets through which sales are being made on a national scale, it should not pre-empt a static condition. Most sources are agreed that the year ahead will see a continuation of last year's better than average sales.

End

FANS and AIR CONDITIONERS

A repetition of the 1952 boom in fans and air conditioners is expected by the industry in 1953—but at a higher level. ELECTRICAL MERCHANDISING helps you get ready for it with case studies of successful operations and statistics, including the fan market study omitted from this issue, in the

**FEBRUARY
ELECTRICAL MERCHANDISING**

usAIRco

presents a completely new window type room air conditioner for '53!



5-YEAR WARRANTY
and labor allowance!

**THERMOSTATIC
CONTROL**
at no extra cost!

usAIRco

Distributorships available in some territories, write

UNITED STATES AIR CONDITIONING CORPORATION
MINNEAPOLIS 14, MINNESOTA

On display at the Heating and Ventilating Show • Booth 2-228
International Amphitheater • Chicago • Jan. 26-30, 1953

ELECTRICAL MERCHANDISING—JANUARY, 1953

WITH EVERY
QUALITY FEATURE
YOUR CUSTOMERS
WANT

*** New for '53!**

1-H.P. unit gives you a size for
every room.
¼ H.P. . . . ¾ H.P. . . . 1 H.P.

*** New for '53!**

Cabinet styling in smart new design
blends with any furnishings, office or home.

*** New for '53!**

Adjustable louvers direct air stream in
any direction.

*** New for '53!**

Concealed control panel for neat, clean,
modern design . . . eliminates tampering.

*** New for '53!**

Removable air filter—easy to clean,
easy to replace.

*** New for '53!**

Compact cabinet permits installations in
the smallest standard double-hung windows.

*** New for '53!**

Simplified installation kit means money-
saving installations.

You get more of the LIFE market when you



How Big is the LIFE Market?

Take electric clocks . . .

If this year, electric clock manufacturers sold only one new clock to each of the households reached by a single issue of LIFE, sales to this group alone would be 55% greater than the total 1951 production of the entire industry.**



or electric toasters . . .

If, this year, electric toaster manufacturers were to sell a new toaster to just one out of every three households reached by a single issue of LIFE, sales to this group alone would be greater by far than the total 1951 production of the entire industry.**



or refrigerators . . .

If, this year, a new refrigerator were sold to just one out of every 3 households reached by a single issue of LIFE, sales to this group alone would far exceed the total 1951 production of all refrigerator manufacturers combined.**

**Latest available industry figures.



From Columbus, Ohio, Stanley B. Klein, gen. mgr. of Budd & Co., reports: "It's amazing! Gross sales rose almost 10% for Sep-

tember. We had many calls for the specials but the great majority of sales were on 'LIFE-advertised' merchandise."



From Philadelphia, Pa., Stanley E. Frazee, merchandising manager, home furnishings, Gimbel Brothers, writes: "We realize LIFE

is read by hundreds of thousands of Philadelphians each week. By tying in with LIFE, we create valuable 'silent salesmen.'"



From Chicago, Illinois, Sol Polk, president of Polk Brothers, writes: "Our LIFE promotions are a true aid in our over-all

sales volume. LIFE is the greatest selling force in America and we endorse its use by the manufacturers we represent."

use **ADVERTISED IN LIFE** promotions

As the examples on the opposite page show, the LIFE market is big enough, all by itself, to consume the entire yearly production of most brands, many manufacturers, many entire industries.

But how much of it belongs to you?

Look around you.

In Chicago — Columbus — Philadelphia — cities and towns all across the U. S.—leading dealers are learning this one fact.

LIFE's great market is as important to appliance dealers locally as it is to appliance manufacturers nationally.

For dealers can cash in on LIFE's tremendous selling power—by tying in with LIFE. Not once. But many times—continuously.

With LIFE at work on the counter, on the floor, in window display, they have an important ingredient of a profitable promotion.

Get more of LIFE's unmatched market of 11,880,000* households each week by tying in—as many other dealers are doing now.

*From *A Study of the Household Accumulative Audience of LIFE*, by Alfred Politz Research, Inc.



Tie in with these advertised-in-LIFE products

MAJOR APPLIANCES

- Jan. 5 General Electric Ranges—spread, color
- Jan. 12 General Combination Appliances—½ page
Servel Electric Wonderbar—½ page
- Jan. 19 Frigidaire Washers and Dryers—page, color
Servel Refrigerator—page, color
Bendix Appliances—page
Bertolotti Sewing Machines—14 lines

SMALLER APPLIANCES AND HOUSEWARES

- Jan. 5 Burgess Batteries—14 lines
- Jan. 12 General Electric Bulbs—page, color
- Jan. 19 General Electric Clocks—page
- Jan. 26 General Electric Sun Lamps—page, color

HOME FURNISHINGS

- Jan. 5 Cannon Towels—spread, color
Lane Cedar Chest—page, color
- Jan. 12 Cannon Sheets—page, color
Delaware Floor Products—Flor-Ever—⅛ page
- Jan. 19 Delaware Floor Products—Flor-Ever—⅛ page
- Jan. 26 Lane Cedar Chest—page, color
Barca-Lounger Chair—page
Delaware Floor Products—Flor-Ever—⅛ page

RADIOS, TV, RECORDS AND INSTRUMENTS

- Jan. 12 Philco Television—page
- Jan. 19 Sylvania Radio and Television—spread, color
Children's Record Guild—page
- Jan. 26 Raytheon—page

STATIONERY REQUISITES

- Jan. 12 Royal Portable Typewriter—page
- Jan. 19 Eastman Kodak—page, color
- Jan. 26 Ampro Cameras—⅛ page

OTHER

- Jan. 12 Tac Ratchet Wrench—⅛ page
Presto Fire Extinguisher—14 lines
- Jan. 19 Vigoro Plant Food—¼ page
- Jan. 26 Childers Aluminum Awnings—page, color
Chris-Craft Boating Equipment—⅛ page



9 Rockefeller Plaza, New York 20, N. Y.

**FIRST IN CIRCULATION
FIRST IN READERSHIP
FIRST WITH APPLIANCE DEALERS**

Electric Housewares



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WAFFLE IRONS SANDWICH GRILLS.....	Page 224

Traditions upset as some older appliances slide while steam irons, blenders, fryers, and portable mixers show sales increases. New Fair Trade law responsible for part of second-half upswing which helps industry top \$600,000,000



CHANGES in trends, upsets in traditions become sacred through the years, and a general shaking down to a more "normal" sales pattern (if anyone can define what's "normal" in electric housewares today), was the order of the year just ended in the electric housewares industry.

While irons maintained their lead as top dollar producers, for the first time in automatic iron history steam irons superseded automatic dry irons in dollar volume. Steam iron dollar volume was almost \$15-million ahead of the automatic dry irons, although the automatic dries held a slight lead over steam in unit sales. This change in dollar position was not entirely because steam irons have a higher average retail price. It was the result of a

growing trend away from the plain automatic dry toward combination steam-and-dry irons.

For the first time since we have been making these market studies, toasters have slipped from second to fourth position in dollar earnings. Unlike automatic dry irons, this does not indicate a trend downward for toasters. It is merely the result of adjustments or leveling off caused by the exceedingly high demand for toasters in the past several years induced by scare buying, shortages, etc.

Mixers stepped up from third to second position, in spite of the fact that standard mixer sales for the year are below 1951. Portable mixers captured popular fancy in 1952, and almost tripled 1951 in unit and dollar volume. Opinion is divided as to

whether this is a trend, or whether it is just a temporary fad wave. In this connection, it is interesting to note that portable mixer unit sales enjoyed the highest percent of increase (184 percent) over 1951.

Practically all gains for the year were in the newer housewares categories. Blenders, broilers, fryers, portable mixers and steam irons all show big increases in units and dollars. Staples, with high saturation rates, such as clocks, hotplates, automatic irons, toasters and waffle irons, all show losses.

In spite of all these upsets and changes, the housewares industry managed to forge ahead toward its \$1-billion-a-year goal, with a new record of over \$600-million. (See accompanying table.)

As in previous years, we again point out that this is a conservative estimate. No allowance has been made for the many small powered housewares on which we have no information. Many of these items are enjoying increasing acceptance each year, especially coffee grinders, knife sharpeners, hair dryers (*Drug Topics*, Aug. '52 lists hair dryer sales for 1950 at \$3,150,000, and for 1951, \$3,600,000), and ice cream freezers. Vegetable juice extractors, vibrators and vaporizers also do a good volume each year. And in the food preparing aids, bottle warmers, hot cups, buffet servers, chafing dishes, corn poppers all provide a substantial volume to swell the overall totals.

What Happened

Shortages of critical materials seri-

ously handicapped many of the bigger producers in the first half of 1952. This situation was never felt at retail, because distributor inventories carried over from 1951 were surprisingly high in some areas. In addition, consumer buying was depressed far below the normal first quarter slump which occurs each year in electric housewares.

The upturn in consumer buying was first noticed about the middle of May, after the signing of the new McGuire fair trade bill. The materials situation eased up somewhat in June and July.

Distribution and Outlets

Door-to-door and club plan selling, on the upgrade in 1952, presents no threat to regular distribution channels. Industry experts say these mediums reach a new market never before tapped and represents people who never would go downtown to buy a housewares item.

Manufacturers also agree that there was little change in the distribution pattern in 1952, which averages about as follows: electrical outlets, 35 per-

cent; hardware, 30 percent; jewelry, 20 percent; all other—department store, auto supply stores, utilities, furniture and gift stores—the remaining 15 percent.

This may be true at the distributor level. It was not a true picture of retail distribution in 1952, especially in trading areas where discount houses flourish. In these areas, particularly on the East Coast, electrical specialty houses have had so little call for electric housewares that many are considering abandoning them entirely.

Manufacturers generally are reluctant to discuss this difficult problem. They say the McGuire fair trade bill is a good one. It is generally hoped that these marginal type retailers who took on electric housewares because they were scarce and people were buying them from anyone who happened to have stocks, will give up housewares now that demand has returned to normal. And one or two manufacturers have shown a sincerity in their efforts to enforce the new fair trade bill, notably G. E., which has set up a separate department to aggressively go after the known price cutters.

Many manufacturers engaged in vigorous promotional activities in 1952. Special package values, tied in with easy terms, were offered consumers. Promotionally priced merchandise was offered dealers in an effort to help them fight price cutters. Advertising on a national scale in magazines, newspapers, TV and radio was bigger than ever. The NEMA gift campaign inspired new interest in housewares among utilities in such areas as Philadelphia and Detroit.

New Products

Many manufacturers expanded their lines in 1952, adding such items as fryers, steam irons, portable mixers and broilers. It is also indicated that this expansion of lines will continue in 1953. Several manufacturers also plan to announce new models, and some hint that they are working on entirely new types of housewares. Proctor Electric Co. plans to start production of its automatic Presumat on a national basis in April 1953.

For 1953 NEMA Electric Housewares Section plans an expanded gift campaign designed to enable dealers

to realize benefits from an extensive publicity campaign directed to the consumer, with closer tie-in and teamwork among manufacturers, distributors and dealers.

1953 Predictions

Predictions for 1953 furnished by housewares manufacturers are almost all optimistic for the first half of the year. Few are willing to hazard a guess beyond that, however. Steam iron manufacturers agree that in 1953 the market for steam irons is going to be tremendous.

Speaking optimistically, one manufacturer goes so far as to predict that the first six months of 1953 are going to be the best first six months in any year since the war. Reasons for this: If holiday buying comes up to expectations, inventories should be unusually low at the end of 1952. Economic conditions of the country should be more favorable generally and materials, barring war, should be available.

Many economic experts have been predicting that 1954 will be a year of adjustments in present inflationary

Leading national economists have been predicting that 1954 will be a year of adjustments in present inflationary trends. Some advance this period to the latter part of 1953. These predictions may be as far off base as they have been in the past. However, they have a tendency to influence buying habits somewhat.

Speaking of selling and promotions for 1953, all agree that competition is going to be stiffer than ever before at all levels. "One of the hardest slugging" sales years we've seen in a long while," predicts one manufacturer. The general industry attitude concerning 1953 selling and promotion is summed up neatly in the predictions of Marvin E. Allesce, vice president, Dormeyer Corp: "Those manufacturers, wholesalers and retailers who do the most aggressive, imaginative selling and promotional job will show greatest increases over 1952. It won't be necessary to ask 'how's business?' we'll be underwriting our own sales success, by the measure of effort we put behind it." End

Irons

A NEW trend was established in the iron industry in 1952 when steam iron sales established another record of 2,675,000 units. This is a 27.4 percent increase over the previous record in 1951 of 2,100,000 units.

Monthly sales, according to NEMA reports, compared to the high volume years of 1950 and 1951, showed gains for every month of the year over all former records. August 1952, set a new record in monthly volume with 273,814 units.

This unprecedented steam iron volume, it is generally believed, sets a new pattern in iron sales for the years to come. More and more steam irons will be sold each year, with a slow decline in automatic dry iron demand. This is logical, since most steam irons today perform a dual service—they can

(Continued on page 192)

TWO YEARS STATISTICAL SUMMARY OF ELECTRIC HOUSEWARES

	1952		1951		Percent Change	
	Number Sold	Retail Value	Number Sold	Retail Value	Units	Dollars
BED COVERINGS	830,000	\$35,275,000	776,000	\$32,980,000	+ 6.96%	+ 6.96%
BLENDERS	425,000	17,637,500	290,000	11,455,000	+46.55	+ 53.97
BROILERS	434,700	13,172,100	312,000	7,200,000	+39.33	+ 82.94
CLOCKS	6,700,000	48,575,000	7,500,000	52,125,000	-10.67	- 6.81
COFFEE MAKERS, (Total)	3,000,000	60,185,500	2,825,000	59,409,750	+ 6.19	+ 1.30
Automatic	1,950,000	48,652,500	1,695,000	43,646,250	+ 15.04	+ 11.47
Non-Automatic	1,050,000	11,533,000	1,130,000	15,763,500	- 7.08	- 26.84
DEEP FAT FRYERS	1,250,000	37,437,500	725,000	20,662,500	+72.41	+ 81.18
HEATERS, ELECTRIC, (Total)	1,202,000	31,203,000	930,000	12,393,000	+29.25	+151.78
Fan-Forced & Fan-Htrs.	690,000	12,075,000	605,000	9,468,000	+ 14.05	+ 27.53
Convactor & Radiant, Non-Fan	270,000	2,430,000	325,000	2,925,000	- 16.92	- 16.92
Wall Type	242,000	16,698,000	—	—	—	—
HEATING PADS	1,500,000	10,425,000	1,450,000	10,077,500	+ 3.45	+ 3.45
HOTPLATES	905,000	8,597,500	940,000	8,695,000	- 3.72	- 1.12
IRONS, (Total)	6,135,000	95,203,250	7,585,000	104,166,800	-19.12	- 8.60
Automatic	2,965,000	38,396,750	4,950,000	60,637,500	- 40.10	- 36.68
Steam	2,675,000	53,366,250	2,100,000	39,795,000	+ 27.38	+ 34.10
Travel	285,000	2,565,000	298,600	2,687,400	- 4.55	- 4.55
Non-Automatic	210,000	875,250	236,400	1,046,900	- 11.17	- 16.40
MIXERS, FOOD (Total)	1,730,000	67,227,250	1,600,000	68,000,000	+ 8.13	- 1.14
Standard	1,375,000	60,500,000	1,475,000	65,687,500	- 6.78	- 7.90
Portable	355,000	6,727,250	125,000	2,312,500	+184.00	+ 190.91
ROASTERS	460,000	18,377,000	442,000	18,541,900	+ 4.07	- .89
SHAVERS	2,550,000	63,622,500	2,200,000	53,900,000	+15.91	+ 18.04
TOASTERS, (Total)	2,991,700	63,187,850	3,725,000	75,763,700	-19.68	- 16.60
Automatic	2,836,700	62,265,600	3,350,000	73,532,500	- 15.32	- 15.32
Non-Automatic	155,000	922,250	375,000	2,231,200	- 58.67	- 58.67
WAFFLE IRONS - SAND. GRILLS	1,570,000	32,165,500	1,875,000	33,656,300	-16.27	- 4.43
TOTAL	\$602,291,450		\$569,026,450		+ 5.84	

Mr. Dealer: we TRUE Vorn

FAIR TREATMENT

The O. A. Sutton Corporation has consistently maintained one policy in dealing with our partners in distribution, because we realize that Vornado distributors and dealers over the nation are one of our biggest assets.

When you handle Vornado cooling appliances, you have these assurances:

- No back-door selling...the dealer makes the sale.
- When you handle Vornado products, "the dealer next door" doesn't.
- Dealer interests and inventory are considered before making model or price changes.
- A consistent, sound and fair margin of profit.
- No tie-in sales.
- Adequate promotion and advertising at national and local levels until the product is in the hands of a satisfied user.
- With Vornado, you invest not only in a quality product, but in a good business proposition for the "long pull."

As the appliance industry becomes more competitive the O. A. Sutton Corporation, an independent manufacturer specializing in cooling appliances, pledges a continuation of these policies and promises that fair treatment and cooperation will form the basis of all future policy.

O. A. Sutton
President

*The
Perfect
Pair*

MODEL 75WAC
AIR CONDITIONER



THE O. A. SUTTON CORPORATION
SPECIALISTS IN COOLING APPLIANCES

pledge adco[®] STANDARDS

*Over
5,000,000
Satisfied
Users*



MODEL 38C
AIR
CIRCULATOR

QUALITY MERCHANDISE

From the inception and sale of the first Vornado Air Circulator it has been the policy of The O. A. Sutton Corporation to manufacture a quality product with more genuine sales features and with more performance features that would give the ultimate consumer more performance for the dollar invested.

The following factors are your assurance that both the Vornado Air Circulator and the Vornado Air Conditioner will always measure up to the highest standards expected in a Vornado product:

- A new principal of air circulation and cooling.
- Advance styling.
- Outstanding performance.
- Specialized engineering and research.
- Highest quality materials and workmanship.
- Specialized employee experience and know-how.
- A company-wide pride in the products produced under the Vornado trade name.

Over five million satisfied Vornado users know that quality is "built in" any product that bears the Vornado name. We are proud to reaffirm our original and unchanging policy that every product bearing the name Vornado shall be of the highest quality, latest designs and shall render outstanding performance for the mutual benefit of the manufacturer, the distributor, the dealer, and the consumer.

O. A. Sutton
President

ATION • WICHITA, KANSAS
OLING APPLIANCES

A GOOD *start* TO INCREASE *sales...*

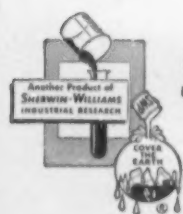


...feature the
**finish THAT CUSTOMERS
APPROVE!**

Many sales of many products *start* with the *finish*. It's one of the first things customers see... may often be the added "sales plus" you need to ring up more sales.

More and more, market-minded manufacturers are helping dealers cash in on this important feature by contributing the *added* sales appeal of the best-known name in finishes. There's no easier way to say, "This is a quality finish" to so many people, so quickly, than identification with the Sherwin-Williams name and trademark.

Look for Sherwin-Williams finish identification tags, seals or decals on the products you sell. Feature them—to let the finish help you increase sales. The Sherwin-Williams Co., Industrial Division, Cleveland 1, Ohio.



SHERWIN-WILLIAMS
INDUSTRIAL FINISHES



Electric Housewares (continued from page 189)

be used for steam and for dry ironing.

This does not mean, however, that the old reliable dry automatics, many of which have been developed to a high degree of efficiency, will drop completely from use. American homemakers, as long as they continue to do the bulk of their ironing at home, will continue to need a top quality automatic dry iron for special ironing jobs.

February. Said one manufacturer, regretfully: "Had steam iron manufacturers been able to ship orders received from distributors the last four months of this year, sales for 1952 would have been fantastically high."

At the end of the year distributor and retail stockpiles of steam irons were practically nil.

Promotions

Aggressive promotional programs were engaged in by many of the manufacturers. Most successful among them were the Casco offer of one free iron with every 12, and a cash "spiff" offered retail sales people by Silex which stimulated interest. Deals were also popular. Proctor's integrated selling plan

The Figures

A look at the figures broken down by types of irons shown in the accompanying table shows that automatic dry iron units fell off 40 percent from 1951. The dollar volume is 37 percent less than 1951. Reckoning iron industry totals for the year of all types



TWO YEARS STATISTICAL SUMMARY

1952	Irons	1951
2,965,000	AUTOMATIC Units Sold...	4,950,000
\$12.95	Average Retail Price.....	\$12.25
\$38,396,750	Retail Value.....	\$60,637,500
210,000	NON-AUTOMATIC Units Sold...	236,400
\$4.17	Average Retail Price.....	\$4.43
\$875,250	Retail Value.....	\$1,046,900
2,675,000	STEAM Irons Sold.....	2,100,000
\$19.95	Average Retail Price.....	\$18.95
\$53,366,250	Retail Value.....	\$39,795,000
285,000	TRAVEL Units Sold.....	298,600
\$9.00	Average Retail Price.....	\$9.00
\$2,565,000	Retail Value.....	\$2,687,400

reveals that steam iron increases cancel out about half the automatic unit losses and an even greater proportion in dollar loss, so that while the combined total sales for 1952 are off 19 percent in units from 1951, the dollar loss is only about 9 percent.

Steam Irons

All steam iron makers did not fare equally well in the materials shortages situation prevalent in the early months of 1952. Some manufacturers experienced no shortages whatever, and report production increases for 1952 as high as 32 percent over the previous year. Others, on the other hand, were so handicapped by shortages that they never caught up with demand all through the year. Practically all steam iron manufacturers were back-ordering through December. Some say they may have to continue into January and

which offered a package of three ironing necessities, and Presto's combination iron and ironing board combination deal were prominent among this type.

Utility promotions spearheaded by NEMA's gift promotion, were effective in areas where they merchandised. TV demonstrations and store demonstrations were used to advantage.

Two companies added steam irons to their lines in 1952 (Westinghouse and Hoover). Casco added a new "M-T" spout; Steam-O-Matic was improved with a visual filling indicator; and General Mills returned to the field with a new plastic "Permamold" tank attachment.

Prices

Prices in 1952 remained constant as applied to suggested or Fair Traded retail prices. The actual selling price at (Continued on page 194)

Make this **RESOLUTION** for a **BIG NEW YEAR** of Cleaner Sales

Sell the quality market with ROYAL

For customers who want the "cleaningest" cleaner—powerful, beautiful, with all the special features which make Royal Cleaning provably superior, there's the Royal "801" upright. No finer value is available. For the same high quality in tank type cleaners there's the Royal "901", complete with every modern tool for around-the-house cleaning. Both of these quality leaders come with Royal's neat and handy "Toss-Out" bags at no extra cost!

Sell the "price" market with ROYAL

Royal "601" (upright) and Royal "701" (tank) are popular companions to the quality leaders, with powerful motors and fine performance features, but built to a budget.

Sell the specialty market with ROYAL

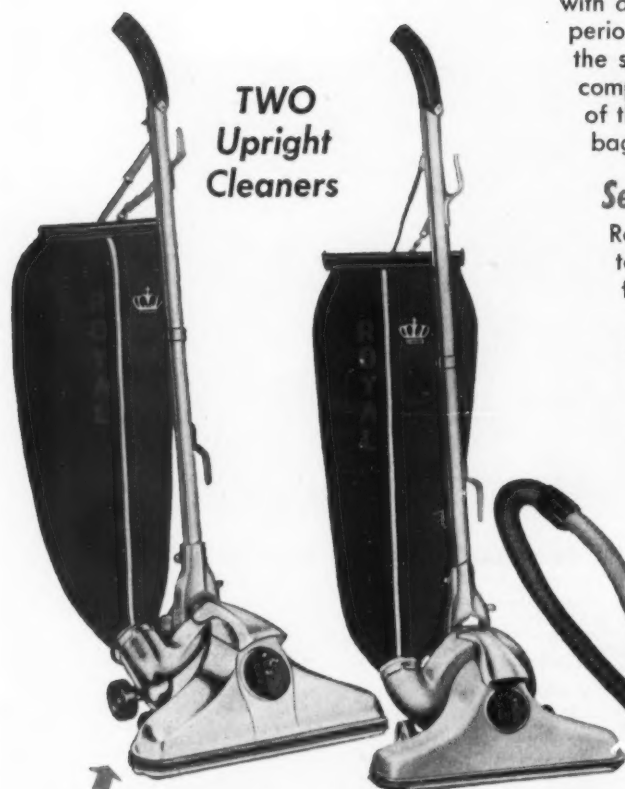
The famous Royal "501" Hand Cleaner with motor-driven brush is a snappy specialty sales package in itself; AND you also have a choice of two price-ranges in above-the-floor attachment kits for uprights . . . easily "plugged in" either "801" or "601", making them complete cleaning systems.

You're always right with ROYAL

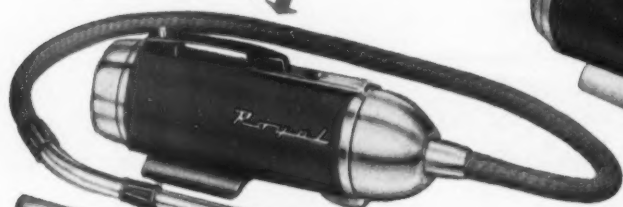
Royal's policy of franchising only blue-chip distributors and dealers, with a margin-for-profit deal, assures a good, sound business for everyone along the line. Royal offers for 1953 a new "sales-concentrated" line, based on realistic appraisal of maximum customer demand.

SELL ROYAL'S "WINNING FIVE"

ROYAL VACUUM CLEANER COMPANY, Cleveland 8, Ohio



No dust-dumping
with "Toss-out" bags



**TWO Tank-Type
Cleaners**

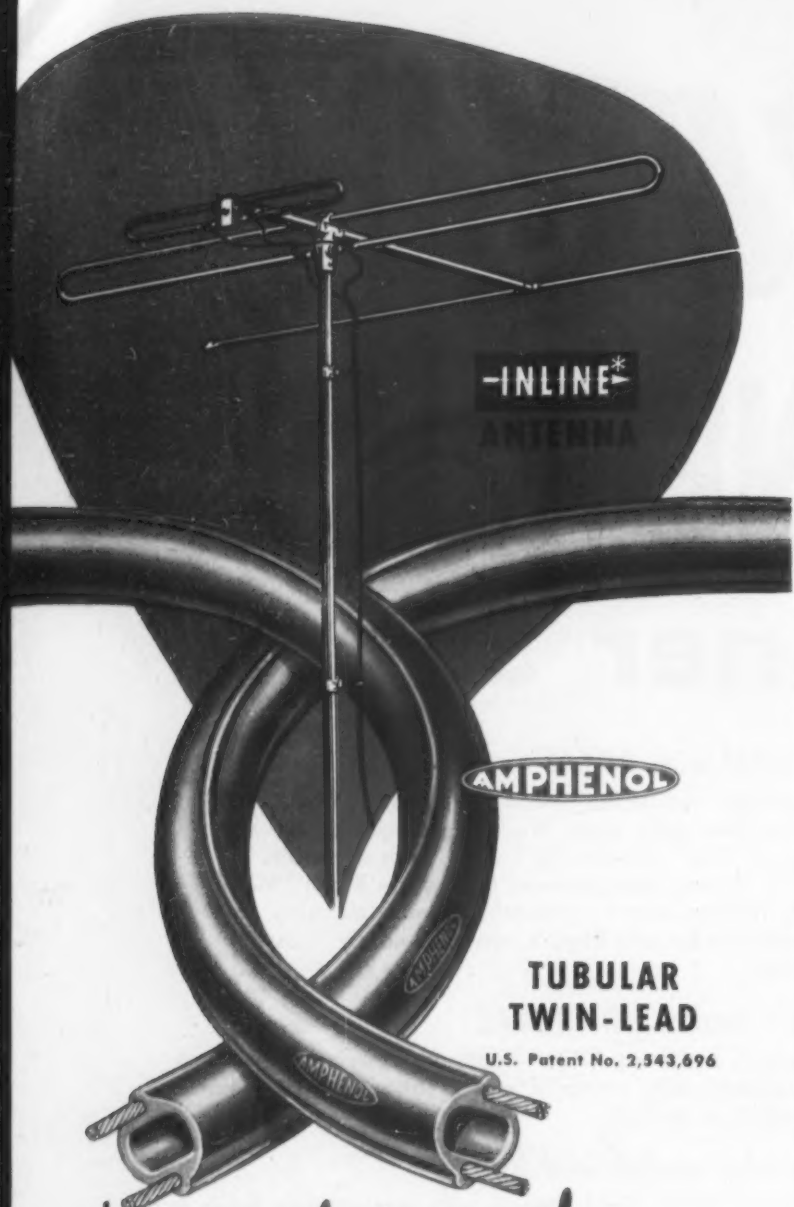
Complete with attachments

**ONE
Hand
Cleaner**



with motor-
driven brush





-INLINE*
ANTENNA

AMPHENOL

**TUBULAR
TWIN-LEAD**

U.S. Patent No. 2,543,696

*teamed together
for better*

TV PICTURE QUALITY

The Amphenol Inline VHF Antenna is the result of an intensive effort by an engineering staff that has become famous because of its contributions to the radio-electronic industry.

Included in the basic factors which these engineers felt were essential in a TV antenna are all-channel reception, a single, strong forward radiation pattern and maximum available signal strength. That they have succeeded is borne out by the fact no other VHF television antenna offers all three of these quality factors as well as does the Inline Antenna.

Amphenol Tubular Twin-Lead is the latest answer to the need for a low-loss TV lead-in that is unaffected by weather conditions or age. The following table shows the comparative losses, dry and wet, of flat twin-lead and Tubular Twin-Lead.

D. B. SIGNAL LOSS PER 100 FT.

	100 MC		500 MC		1000 MC	
	Dry	Wet	Dry	Wet	Dry	Wet
Flat 300 ohm twin-lead	1.2	7.3	3.2	20.0	5.0	30.0
Tubular 300 ohm Twin-Lead	1.1	2.5	3.0	6.8	4.6	10.0

This low-loss characteristic has become a vital factor in the picture quality of fringe area installations and is absolutely essential to any UHF installations.

AMERICAN PHENOLIC CORPORATION
CHICAGO 50, ILLINOIS



Your Authorized Amphenol Distributor has your free copy of this book. It contains complete, detailed information on the factors which determine VHF television picture quality.

AMPHENOL

Electric Housewares (continued from page 192)

retail was another matter. Steam irons did not escape the price cutter and discount seller.

Outlets

The bulk of steam iron sales went through regular channels—electrical, hardware and jewelry stores, in about that order. Door-to-door and club-plan selling, experimented with by some manufacturers, proved interesting. Door-to-door operators sell a \$19.95 steam iron for \$25. They sell terms, rather than product, and reach women in the lower middle income group who wouldn't go downtown to shop anyway. Therefore, according to industry opinion, this type outlet in no way affects regular channels of distribution.

Travel Irons

Travel iron unit sales showed a slight decrease with a total of 285,000 units sold in 1952 against 298,000 in 1951. The average retail price runs some-

where between \$9.50 and \$10. This price does not include the price of travel kits which are available with some models, and which boost the price by an additional \$4.

Models made for a.c.-d.c. operation have proven most practical and popular, consequently most models are non-automatic. However, a new automatic which operates on a.c.-d.c. was brought out the latter part of 1952 by G.E.: This is a new departure in the field. Universal, Handyhot and Durabilt also announced new models in 1952. Durabilt features adjustable voltage.

The Market

A travel iron is an ideal gift item. It's priced right as a gift for all occasions. Its use is not limited to vacation and occasional trips only. Business women living in clubs and furnished rooms, and college students, both girls and boys, are all good travel iron prospects.

Toasters



TWO YEARS STATISTICAL SUMMARY

1952	Toasters	1951
2,836,700	AUTOMATIC Units Sold..	3,350,000
\$21.95	Average Retail Price.....	\$21.95
\$62,265,600	Retail Value.....	\$73,532,500
155,000	NON-AUTOMATIC Units Sold..	375,000
\$5.95	Average Retail Price.....	\$5.95
\$922,250	Retail Value.....	\$2,231,200
2,991,700	TOTAL Units Sold.....	3,725,000
\$21.12	Average Retail Price.....	\$20.34
\$63,187,850	Retail Value.....	\$75,763,700
(Jan. 1953)		(Jan. 1952)
30,000,000	Homes Owning.....	28,862,000
12,306,600	Homes Without.....	12,105,000

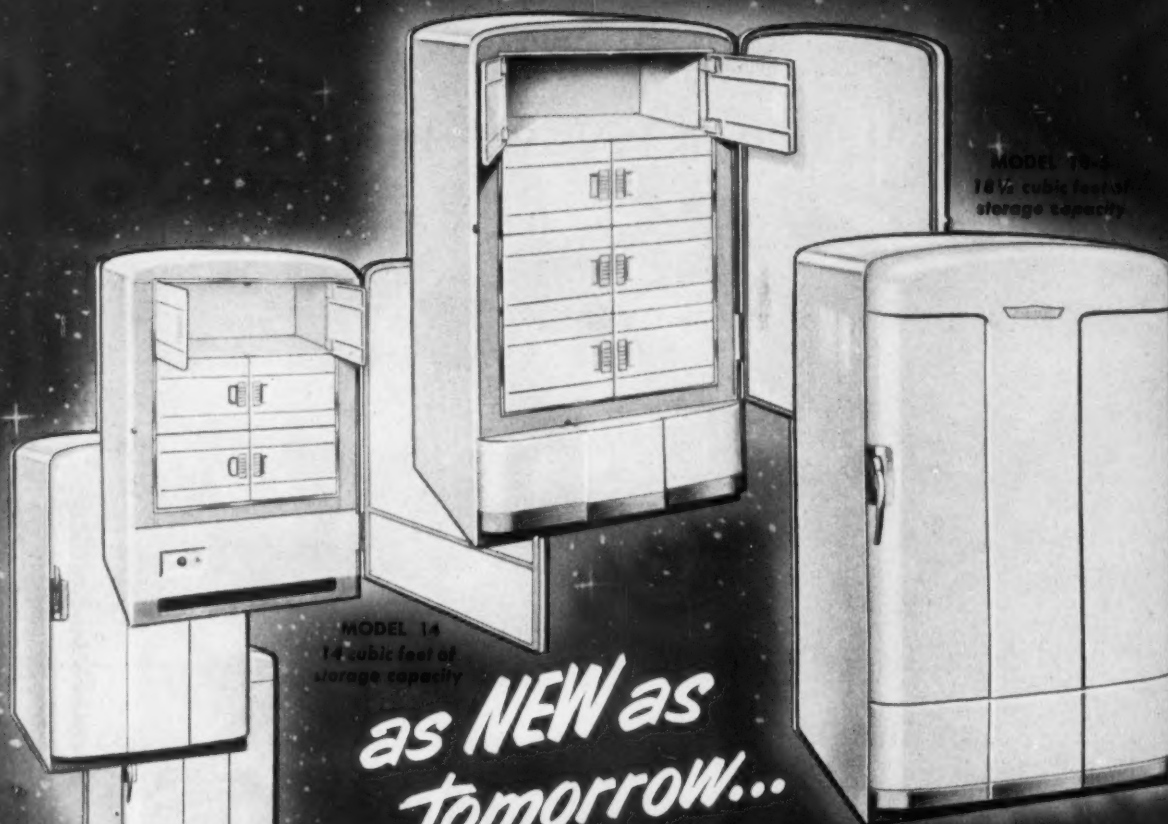
MANUFACTURERS sales of automatic toasters fell substantially behind 1951. Units sold totalled only 2,836,700 compared to 3,350,000 units in 1951. This is the second year for automatic toasters to show a decline in volume. And it is the first time since 1947 (2,840,000 units were sold in 1947) that the unit volume fell below the 3-million mark.

Dollar volume for the year totalled \$62,265,600. This is 15.3 percent off

compared to 1951, and 18.2 percent below the peak toaster year of 1950, when automatic toaster sales aggregated \$76,127,000.

The drop in volume was by no means unexpected in the industry (See "Toasters, 'The Market,'" EM Jan. '52, paragraph 2.) The decline in volume was brought about by a normal lessening of consumer demand caused by the large volume of toasters

(Continued on page 198)



MODEL 14
14 cubic feet of
storage capacity

MODEL 16
16 cubic feet of
storage capacity

as NEW as Tomorrow... Manitowoc Freezers for '53

More most-wanted selling features...

DISTINCTIVE UPRIGHT DESIGN with worlds of space in only 2 1/2' x 3' of floor space.
NEW KITCHEN-KEYED STYLING... Ideal for kitchen or utility room.
SIMPLE, FAST DEFROST without bucket-bailing, back breaking.
NEW COLD-HOLD INNER DOORS... styled for beauty and efficiency.

NO HIDDEN CORNERS... full width front door... every package in sight.
NEW WATCHING EYE WARNING LIGHT... surest in the industry.
STRATA-COLD DESIGN keeps temperature constant throughout.
AIR TIGHT THERMA-SEAL PROTECTION... with Fiberglas insulation.

Biggest full-color ad program of any exclusive freezer line...

Saturday Evening Post
Better Homes and Gardens
Good Housekeeping

Country Gentleman
Farm Journal
Successful Farming

Progressive Farmer
Capper's Farmer
Outdoor Life • Sunset

...and Local advertising to match

Manitowoc's local advertising will match its national program in scope, power and penetration. What's more, Manitowoc offers a new full-color sales brochure for retail salesmen to use in personal selling... plus illustrated indoor signs, store banners, point-of-sale display, dealer radio and TV spots.

These great new models are now in production and Manitowoc is expanding facilities to meet the tremendous demand for 1953. It's a program geared to your future with Manitowoc Freezers.

MANITOWOC EQUIPMENT WORKS, INC. • Manitowoc, Wisconsin

See Your Manitowoc Distributor NOW!

CALIFORNIA
LOS ANGELES—U. S. Grant Sup.
OAKLAND—California Dist. Co.
COLORADO
DENVER—Contractors Htg. & Sup.
GEORGIA
DUBLIN—Lovett & Tharpe
ILLINOIS
CHICAGO—Revera Elec. Sup. Co.
INDIANA
FORT WAYNE—IMO Dist., Inc.
GARY—Indiana Pfaff Distributors
INDIANAPOLIS—Capitol Paper Co.
IOWA
DAVENPORT—Peterson Fixture Co.

DES MOINES—White Refrig. Sup.
KANSAS
WICHITA—Sutton Electric Supply
MARYLAND
BALTIMORE—Ancoe Dist., Inc.
MASSACHUSETTS
BOSTON—Hub Distributors, Inc.
MICHIGAN
DETROIT—J. G. Fischer & Sons
GRAND RAPIDS—State Dist. Co.
SAGINAW—J. G. Fischer & Sons
MINNESOTA
ST. PAUL—Farwell Ozmun Kirk & Co.
ST. PAUL—Thermal Co., Inc.

MISSOURI
KANSAS CITY—John G. Gaines Co.
ST. LOUIS—Hollander & Co.
MONTANA
BILLINGS—Midland Imp. Co., Inc.
NEBRASKA
OMAHA—Ricke Jones Appliance Co.
NEVADA
RENO—Saviers Elect. Prod. Corp.
NEW JERSEY
NEWARK—All State Dist., Inc.
NEW MEXICO
ALBUQUERQUE—Gorman Eng.
NEW YORK
NEW YORK—Mann Refrig. Sup.

SYRACUSE—Tedesco, Inc.
NORTH CAROLINA
CHARLOTTE—Parnell Martin Co.
OHIO
CANTON—Canton Hardware Co.
CINCINNATI—Johnston Elec. Sup.
COLUMBUS—Mason Sup. Co., Inc.
DAYTON—Allied Supply Co., Inc.
LIMA—Allied Supply Co., Inc.
TOLEDO—Loeffler Electric Inc.
OKLAHOMA
OKLAHOMA CITY—Modern Appliance Distributors
OREGON
PORTLAND—R. M. Wade & Co.

PENNSYLVANIA
FORTY FORT—Bassler Utilities Co.
PITTSBURGH—Standard Air & Lite Corp.
TENNESSEE
MEMPHIS—Wellford Dist., Inc.
NASHVILLE—J. L. Perry Co.
TEXAS
AMARILLO—Thomson Wholesale
DALLAS—Marlin Associates
EL PASO—Gorman Engineering
HOUSTON—Marlin Associates
SAN ANTONIO—Marshall Webb Co.

UTAH
SALT LAKE CITY—Walter B. Lloyd Company
WASHINGTON
SEATTLE—R. M. Wade Company
WISCONSIN
ASHLAND—E. Garnick & Sons Hardware
EAU CLAIRE—W. H. Hobbs Sup. Co.
LA CROSSE—W. A. Roosevelt Co.
MADISON—Culver Elec. Sup. Co.
MANITOWOC—Crafts Inc.
MILWAUKEE—Thermal Co., Inc.



Now—the General Electric

Portable Mixer

is being featured on the

JOAN DAVIS Show

"I Married Joan"*

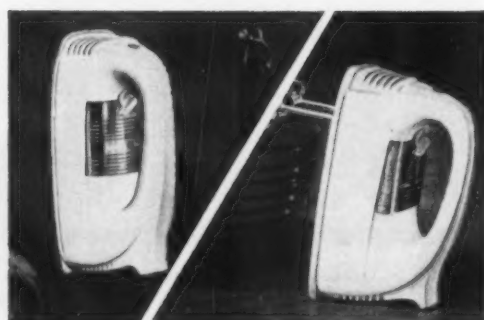
New smash TV hit is the Portable Mixer



1. Powerful performer! Even though it's so light and compact, this mixer packs the power to tackle virtually every mixing job. Demonstrate its 2-speed, fingertip control . . . and how it doubles as a drink-blender, with one beater removed.



2. Goes where the food is! Weighing a mere 3 pounds, this mixer is easy to take to the food . . . instead of carrying the food to it. The housewife can use it to mix *while she cooks*. Watch your customers handle it . . . fall in love with it!



3. Hangs neatly on wall! Show shoppers this mixer's handy keyhole slot—for hanging it up like a saucepan, out of the way but always ready for use. And point out the special heel rest, which lets them set it down firmly . . . like a hand iron.



Portable Mixer

ONLY

\$19.95

Manufacturer's recommended retail or Fair Trade price.

really selling that really mixes!

*** EVERY WEEK ON NBC-TV**

She's winning raves from the critics! She's wowing millions of viewers! And what a sales job lovely Joan Davis is doing for General Electric Appliances on this weekly half-hour of sparkling comedy!

And now the General Electric Portable Mixer has joined the other G-E time- and work-savers featured on this smash-hit TV program. Right this minute, it's one of the hottest items in the whole home appliance field. Sales of this handy mixer are wonderful already . . . and the Joan Davis Show will really send them soaring!

The man to see is your General Electric distributor. Be ready for the rush of buyers this TV program will bring in. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

NEVER A VALUE LIKE IT . . .

- **Really powerful**
- **Truly portable**
- **Amazingly handy**

... AT ANYTHING LIKE THE PRICE!

You can put your confidence in—

GENERAL  ELECTRIC



Major Motor Manufacturer Praises KLIXON Protection Against Motor Burnouts

LOS ANGELES, CAL.: Philip Hawkins, Shop Foreman of Wagner Electric Corporation's Los Angeles division, is a man whose word on motor protection is backed by plenty of experience!

Says Mr. Hawkins:

"It is our experience that those motors equipped with KLIXON Inherent Overheating Protectors constitute but a small percentage of those we see with burned out windings.

"We believe that KLIXON Protectors contribute much to prevent motor burnouts."



Manual
Reset



Automatic
Reset

KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2501 FOREST ST., ATTLEBORO, MASS.

Electric Housewares (continued from page 194)

sold in the six postwar years 1946 through 1951 inclusive, which totalled 18,485,000 units. This represents 43.7 percent of the 42,306,598 wired homes in the country owning the same type of modern, streamlined toaster being sold today. There has been little outstanding change in toaster design or performance since 1946. Figuring the average life of an automatic at from 12 to 15 years, these 184-million toasters won't be due for replacement for another six to ten years, unless something radically new in toasters is brought out to quicken their obsolescence.

Saturation

About 40 percent of the 1952 total sales went toward replacement of old, worn out models. Statistically this means that toaster ownership has reached a total of 30,000,000 units, or 70.9 percent of the total wired homes. The number of automatics actually in use today, far exceeds this total, however, because many automatics still in use have reached the venerable age of 25 years and more.

The Market

There will be a steady and continuing good market for automatic toasters each year. The levelling off in volume which occurred in 1951 and 1952 does not mean there will be any great slowdown in future demand. It is, rather, a natural compensation for the large amount of scare buying done in 1949 and 1950. Automatic toasters are no longer a luxury in the home. They

have become a staple. In addition to the millions of wired homes not owning an automatic toaster there will be a continuing good replacement market. The million or more marriages that take place each year will also provide a good demand for automatic toasters. Present day brides have been brought up in the tradition that an automatic toaster is a basic essential for homemaking. In the new homes built each year there is an additional market, as families branch out and break away from the doubling up which exists because of housing shortages.

Prices

Prices generally held about the same. The softening at retail caused by price-cutting was considered mild compared with toaster price wars in the spring and summer of 1951.

Inventories

Distributors and dealers inventories were spotty at the end of the year. Most well-known brands were in low supply. Many manufacturers say they are back on allocation. In some sections of the country certain brands are not available. On the other hand, some brands are still out of line. However, there has been much progress on the part of distributors and dealers to get inventories in line.

Proctor and Westinghouse announced improved models in 1952. Several manufacturers indicated they are working on new models for 1953. (Continued on page 200)



LOOK! COMPARE!

What are the 7 things
women look for when they buy a kitchen?

American Kitchens



Compare! Only American Kitchens
offer all these features!

- ★ Easy to clean—smooth surfaces with no dirt-catching handles
- ★ Handy-Pantry, turns like a Lazy-Susan, uses every inch of corner space
- ★ Lifetime vinyl tops, no seams to catch dirt
- ★ Giant storage space
- ★ American Kitchens Roto-Tray Dishwasher the most modern, efficient dishwasher on the market today
- ★ One-piece rounded drawers clean as easily as wiping out a bowl
- ★ Convenience features by the score . . . for example the step-saving Serv-Cart

Women like to shop around, compare, get the most for their money! And that's where American Kitchens dealers get the lion's share of the kitchen business . . . for when a woman looks and compares she sees for herself the advantages that American Kitchens offer over all other makes.

POINT OUT QUALITY

Yes—urge your customer to compare feature by feature. Show her how soundlessly doors close because of the more expensive insulating materials used by American Kitchens. Point out the famous design, created by one of America's top-flight designers—a design that gives smooth body contour for working comfort, as well as beauty of line.

DISPLAY—SELL THE NEW ROTO-TRAY DISHWASHER

Let her see for herself how the American Kitchens Roto-Tray Dishwasher makes all others second best, how it washes dishes three times cleaner than by hand, how it means really work-free dishwashing!

Let her look—let her compare—win a bigger share of profits. Send coupon today!

**American
KITCHENS**

"SAVE 1000 STEPS A DAY"

American Kitchens, Dept. EM-1,
AVCO Manufacturing Corporation
Connorsville, Ind.

Please send me information
about American Kitchens and
the new promotions. Please
have my distributor call on me.

Name _____
Address _____
City _____ Zone _____ State _____

AMERICAN KITCHENS DIVISION  CONNERSVILLE, INDIANA

Your customers
don't need
oil wells...
to buy
these
appliances!



You don't have to lose sales just because customers think "big name" merchandise is priced too high! Get their business with Son-Chief. Nationally known and recognized for top value. Smartly designed, built for performance, priced for turnover, the Son-Chief line is your best bet for a supplementary line. Investigate!

**OFFER THE COMPLETE LINE
OF DEPENDABLE SON-CHIEF APPLIANCES**



Son-Chief Pop Up Toaster #622

No. 680-17 Speed-Master Toaster
No. 9190 Combination Grill & Waffle Iron
Son-Chief Automatic Iron #3025H

Son-Chief Toaster #680A

Son-Chief Automatic Iron #334

Son-Chief Indicator Iron #388

BUYING A BIG NAME OR A BIG VALUE?

Compare the Magic Maid Automatic Pop-up Toaster with any of your top-priced models, feature for feature. Luxury styling, gleaming chromium, engraved sides, toast color control, hinged crumb tray, guaranteed performance, automatic shut off... it's got them all, yet costs \$5 to \$8 less! Magic Maid sells where others won't, gives you quick turnover, full markup, high profits. See it now!



Magic Maid
AUTOMATIC POP-UP TOASTER

See us at the Housewares Show... Booth 815-817

SON-CHIEF Electrics Inc.
WINSTED, CONNECTICUT

Electric Housewares (continued from page 198)

Coffeemakers



TWO YEARS STATISTICAL SUMMARY

Coffee Makers

1952	1951
3,000,000	2,825,000
\$20.06	\$21.03
\$60,185,500	\$59,409,750
(Jan. 1953)	(Jan. 1952)
21,570,000	20,070,000
20,736,600	20,897,000

IN spite of the fact that production for the first half of 1952 on automatic coffeemakers was far from "normal", sales for the year totalled 1,950,000 units. This is an increase of 15 percent above 1951 volume, and represents approximately two-thirds of the total electric coffeemaker sales of all types for the year.

About 65 percent of the automatic sales were percolator types; 35 percent were brewer or vacuum type coffeemakers.

Arriving at an average retail value on automatic coffeemakers is difficult because of the wide variation in price range of models now on the market. Industry opinion, however, is that the higher priced, blue chip models from \$29.95 up represent about 69 percent of the year's volume; 31 percent were in the inexpensive price bracket. Of this latter, lower priced group, it is the consensus that over 75 percent were in the \$13 category.

Scarcities of nickel, copper and certain types of stainless steel, such as type 302, were experienced by coffeemaker manufacturers early in the year. Component parts necessary for making heating elements and thermostats were also temporarily unavailable. Many manufacturers were forced to project their requirements far in advance of normal, and in many instances they had to pay prohibitive prices to assure a reasonably steady flow of materials.

As a result, monthly sales reported

by NEMA were far below sales for the same period of 1951. It wasn't until July that the upward swing began.

So far as dealer's supplies was concerned, this problem of critical materials was never felt. Consumer buying in the last quarter of 1951 did not reach usual holiday proportions, and many distributors found themselves with sizable inventories at the end of that year.

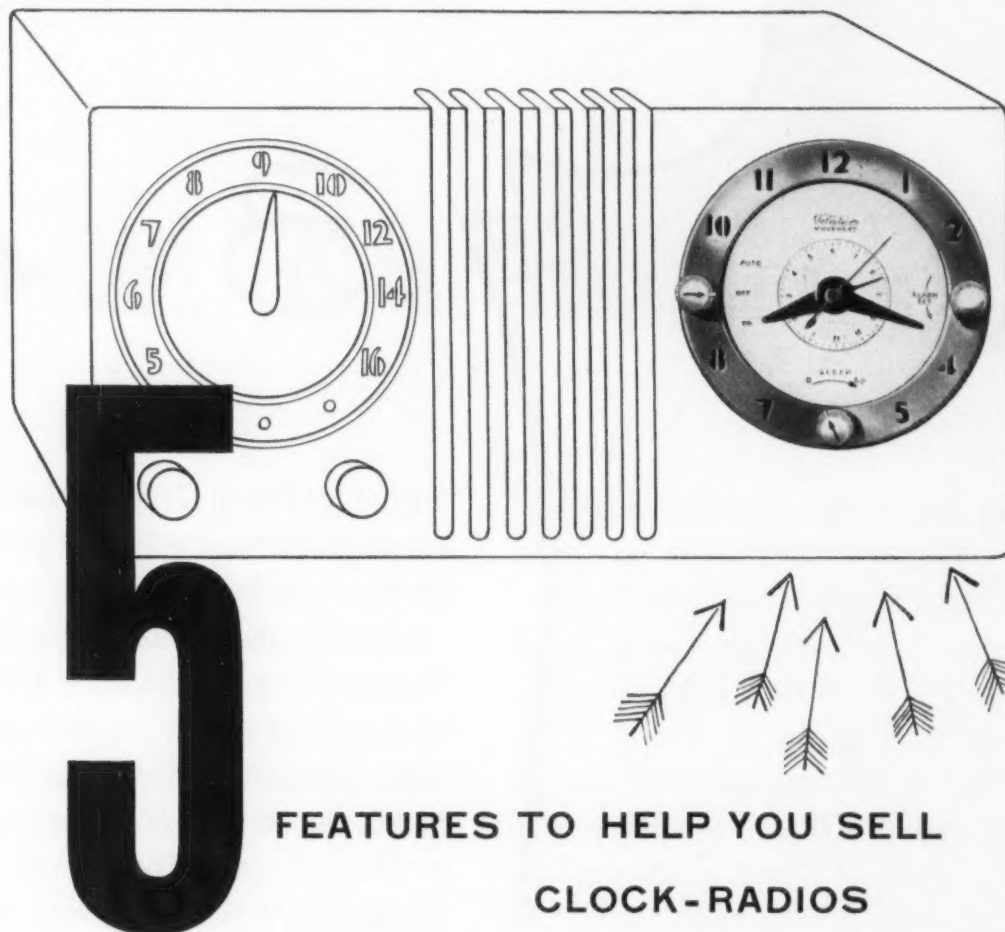
Consumer buying continued slow into the early months of 1952. This situation was not peculiar to coffeemakers only. It was a general trend noticed in all commodities. Resistance to high prices, poor personal finances, or expectations of bad times were reasons given for this slump in consumer buying in a survey made by the Federal Reserve Board. A wave of price cutting to combat the situation swept the east coast. It further depressed retail demand when prices were put back to normal levels. Demand for electric housewares generally has continued far below normal in New England and east coast areas into the holiday season of 1952.

The Market

Automatic coffeemakers are luxury items. A large percent represents gifts, especially wedding presents. They are also said to have special appeal for the man of the house. Specialty appliance dealers and credit jewelers are said to

(Continued on page 204)

in **TELECHRON TIMERS** only...



FEATURES TO HELP YOU SELL CLOCK-RADIOS

- ➡ **1** **RADIO ALARM.** Turns on radio at time set—a gentle, musical wake-up. Also can turn on electric appliance through auxiliary outlet on clock-radio.
- ➡ **2** **SIGNAL ALARM.** For heavy sleepers, insistent buzzer shouts "Get up." It's a sales-boosting extra talking point for any clock-radio. In the clock-radio field, only Telechron Timers have a signal alarm.
- ➡ **3** **DEPENDABLE SLEEP SWITCH.** User sets it to lull him to sleep and shut off radio automatically. Simple design, sturdy construction for accurate, dependable performance even with rough handling.
- ➡ **4** **GENUINE TELECHRON ELECTRIC CLOCK.** The same high-quality movement as used in famous Telechron Electric Clocks... with over 30 years of proved performance and millions of enthusiastic owners.

- ➡ **5** **SEAL OF ACCURACY.** Point it out when you sell. It gets the "quality" idea over fast. And "Telechron" is a trade-mark everybody knows. Look for the Telechron trade-mark on the dial.



Select from these 25 clock-radios using Telechron Timers: Admiral, Airline, Arvin, Automatic Radio, Capehart, Crosley, DeWald, Emerson, Firestone, Hallicrafters, Jewel, Mitchell, Motorola, Packard Bell, Philco, Raytheon, RCA Victor, Sentinel, Silvertone, Stewart-Warner, Stromberg-Carlson, Trav-Ler, Truetone, Westinghouse, Zenith.

Telechron Dept., General Electric Company, 121 Homer Ave., Ashland, Mass.



1...2

BUTTON YOUR SHOE



3...4...

Nursery Rhyme? Sure, but a great sales lesson which can help you get a bigger share of your market.

The lesson . . . knock on the *right* doors. You have to be there to ask for the order or keep a prospect interested. Look at your most successful salesman. Chances are that he knocks on a lot of doors . . . makes a lot of contacts . . . asks for a lot of orders. Advertising works the same way. It exposes your brand, your product and your policies to supplement top contacts your salesmen make.

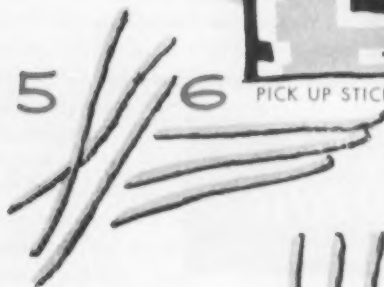
In the appliance-radio-TV industry *you*



PICK UP STICKS

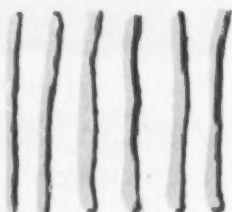
5

6



7...8

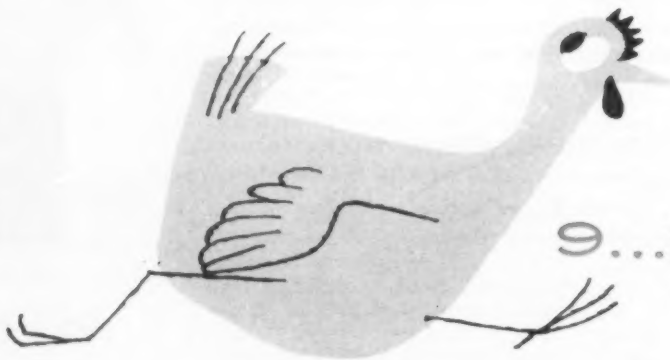
LAY THEM STRAIGHT



SERVING THE

9...10

THE BIG FAT HEN



Knock on the door

must contact dealers regularly . . . the more often the better. The right medium to supplement your sales staff is ELECTRICAL MERCHANDISING. More appliance-radio-TV dealers and distributors buy it than any other publication serving them. Your advertising in ELECTRICAL MERCHANDISING covers a lot of ground your salesmen would like to reach more often.

ELECTRICAL MERCHANDISING doesn't pretend to be a cure-all. It can't remedy every sales or advertising problem. But, it can help appliance or radio-TV set manufacturers who offer dealers a good deal. Such manu-

facturers should advertise regularly in ELECTRICAL MERCHANDISING.

So, if you want your product to be a Best Seller knock on the right doors regularly in the appliance-radio-TV Industry's Best Seller. You'll be telling your story in ELECTRICAL MERCHANDISING which distributor executives say has the "most-useful" sales-making ideas. You'll be doing your best selling job when you advertise regularly in this "how-to-sell" trade magazine. Your campaign in ELECTRICAL MERCHANDISING will help you improve and maintain distribution of your product.

APPLIANCE-RADIO-TV INDUSTRY



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

CUT your inventory! FATTEN your PROFITS

with the NEW 1953
Atlas-Aire
PORT-ABOUT "triple-threat"
portable window fan

the ONE fan
you can sell for
24-HOUR-per-day use!

Sell this
money-making idea!

At night, when air is cooler outdoors than indoors, the PORT-ABOUT is a window fan (exhaust or intake) to draw in cool air. During day, when air is cooler indoors than outdoors, keep windows and blinds closed and use the PORT-ABOUT as a room circulator.

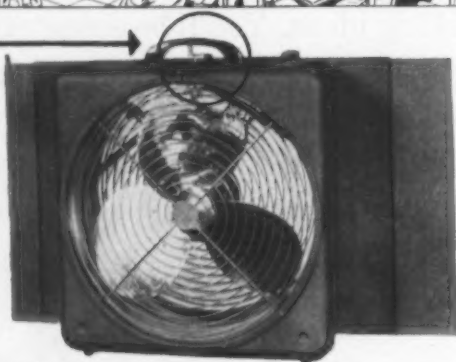
EXHAUST FAN + INTAKE FAN + ROOM CIRCULATOR



U. S. Patent
2448671

INSTANT INSTALLATION!

Famous ATLAS Patented Extender Handle locks the frame into window in seconds — no tools, screws, hooks or gadgets to mar woodwork. Frame can be left in window and fan unit removed for use as room fan if desired.



NEW! Lighter, slimmer, streamlined design!
NEW! Safer, sturdy fingerproof grills!
NEW! Rigid X-Type, cushioned motor mount!
NEW! Whisper-quiet, rubber-silenced construction!

NOW there's no need to carry a big stock of intake fans, exhaust fans and room circulators! The Atlas-Aire PORT-ABOUT is all 3 in 1—does everything the others do, plus the exclusive, patented Extender Handle that beats 'em all!



- REMOVABLE, PORTABLE FAN UNIT
- SUPER-SAFE GRILLS BOTH SIDES!
- EXTRA-EFFICIENT WIND TUNNEL ACTION!
- QUALITY-BUILT THROUGHOUT!
- RUSTPROOFED, BAKED-ON HAMMERLOID FINISH!
- GUARANTEED A FULL YEAR!

4 sell-on-sight models for every home and budget: 10-inch 12-inch 16-inch 20-inch

*See your jobber or write today for full details on store displays, merchandising and advertising helps.

ATLAS Tool and Manufacturing Co.

5147 Natural Bridge Blvd. • St. Louis 15, Mo.

Electric Housewares (continued from page 200)

be selling the greatest volume of coffeemakers among retail outlets.

The increase in sale of instant coffee in the past five years stirred up alarm in some coffeemaker quarters. It is not considered a threat to automatics, according to leading brand makers. They regard most instant coffee users as good prospects for an automatic. Instant coffee users, they say, are seeking the quality of coffee that only an automatic provides—the same rich brew each time without effort and without guesswork.

At the end of 1952 approximately 6,145,000 automatics were in use. This is 14.5 percent of the wired homes in the country.

The first metal automatic coffeemakers were introduced in 1937 and 1938. Assuming such appliances are replaced once every ten to fifteen years, a replacement market of anywhere from 10 to 15 percent presently exists.

New Products

Several new automatic coffeemakers were introduced in 1952. Arvin added a percolator type to its line; Cory announced a stainless steel automatic coffee brewer type; and Dulane got under way with national distribution on its drip-type automatic. On the other hand, one of the original automatic vacuum type makers temporarily discontinued coffeemaker production.

Roasters



TWO YEARS STATISTICAL SUMMARY

1952	Roasters	1951
450,000	Units Sold	442,000
\$39.95	Average Retail Price	\$41.95
\$18,377,000	Retail Value	\$18,541,900
(Jan. 1953)		(Jan. 1952)
3,762,000	Homes Owning	3,442,700
38,544,600	Homes Without	37,524,300

ROASTER sales totalled 460,000 units in 1952. This is a 4.1 percent gain over 1951, although it is 31.9 percent under the roaster record in 1948 when 675,000 units were sold. The dollar volume for 1952 is estimated at \$18,377,000. This is one percent ahead of 1951 and 27 percent under 1948.

In the past postwar years, 1946 through 1952 inclusive, close to three million roasters were sold. This is almost one-and-a-half times the entire number sold in the years before the war (1,710,000 units).

In common with other electric housewares, roaster sales fell off sharply

in the early months of 1952 according to NEMA reports. This was primarily due to a falling-off in demand and not to material shortages. Before mid-year however, sales began to forge ahead and were equal to or better than all other post war years at the halfway mark except for the 1948 record year and 1951, which had an abnormally high rate of production in the first three months.

A comparison of roaster sales by months—retail vs. manufacturers—in percentages for the year 1951 appears on page 80. It shows that the greatest volume, 45 percent, of retail sales are

(Continued on page 208)

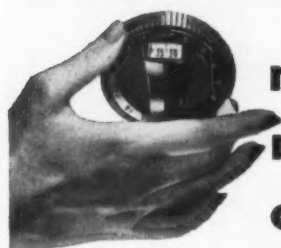


*Will UHF be a headache to you
—and your customers?*

(NOT if you sell Arvin TV with built-in ALL-CHANNEL tuning!)

Arvin

All-Channel Super 28



**needs no tuner strips,
no converter, gets all 82
channels on one knob!**

New UHF stations are coming on the air with amazing speed. They'll be coming even faster in the months just ahead.

Note in the list at the right how widely the number of UHF stations varies from city to city. And observe how almost every area will have more—far more—than the total of 12 channels to which most TV sets, even today, are limited.

Your customers want to receive those new channels! But will they want to buy a new tuning strip—at \$13.95 each—and pay for a service call every time a new UHF station opens? And how will they feel if they move to other localities

and have to replace *all* their tuner strips?

You—and your customers—can avoid those headaches when you sell Arvin Super 28... the set that receives all VHF, all UHF stations within range as fast as they come on the air. All on a single tuning knob! Nothing else to buy, no service call needed! And ready for instant reception in Syracuse or Seattle.

Arvin is the *first* TV engineered and produced with all-channel tuning *built-in*. You can profit handsomely from Arvin's leadership. Sell Arvin, the TV that brings in all VHF and all UHF stations within range, at the turn of a single knob!

Arvin All-Channel Super 28 features 28 tubes*, sensational Phantom Filter, Dual Power and many other advantages

28 tubes including rectifiers and picture tube assure distance, picture quality and interference control that simply cannot be provided by a chassis with fewer tubes.

Exclusive Phantom Filter filters noise from the video signal, eliminating picture roll, bounce and jitter.

Dual Power and Cascade Booster Tuner build up weak signals and prevent overloading by too-strong signals. No external booster is ever needed.

Other Arvin advantages for 1953 include greater contrast, increased stability, higher audio output, increased sensitivity, and decreased noise factor.

Choice of eleven 21-inch and 27-inch consoles, superbly styled in period or modern.



*Including rectifiers and picture tube.

A few selected distributor franchises are still available.
Write R. P. Spellman, Sales Manager • Radio and Television Division
ARVIN INDUSTRIES, Inc., COLUMBUS, INDIANA



NO MATTER how many TV stations ultimately will be in your area...

NO MATTER whether they're VHF or UHF...

ARVIN ALL-CHANNEL SUPER 28 will get 'em all!

This list of the principal metropolitan areas shows the number of TV stations, *existing or authorized*, within 60 miles. Arvin is first to provide built-in, all-channel tuning to receive them all—at the turn of a single knob!

Metropolitan Area	Number of VHF stations	Number of UHF stations	Total
Albany-Schenectady-Troy	1	12	13
Atlanta	5	12	17
Baltimore	9	15	24
Birmingham	4	14	18
Boston	7	17	24
Buffalo	5	10	15
Chicago	5	18	23
Cincinnati	5	11	16
Cleveland	3	15	18
Dallas	6	15	21
Denver	8	9	17
Detroit	6	12	18
Houston	4	8	12
Indianapolis	5	22	27
Kansas City	6	13	19
Louisville	2	10	12
Los Angeles	7	12	19
Milwaukee	3	11	14
Minneapolis-St. Paul	6	10	16
New Orleans	4	12	16
New York	8	16	24
Philadelphia	5	25	30
Pittsburgh	6	14	20
Portland	5	7	12
Providence	6	16	22
San Francisco-Oakland	7	15	22
Seattle	6	9	15
St. Louis	4	9	13
Washington, D. C.	7	13	20
Youngstown, O.	6	21	27



The facts about the OUTSTANDING SALES SUCCESS IN APPLIANCES TODAY!

The mighty WARING BLENDOR has become a gold mine! WARING's tested selling steps have increased sales and upped profits for distributors and dealers coast to coast! Dealers have discovered the WARING sales plan of "knowing your product," works not just for WARING BLENDORS, but for any good appliance on the market!

To get your full share of the profits to be made, stop, look and learn the sales producing features that have made WARING the outstanding leader in its field!

Waring

WARING PRODUCTS CORPORATION

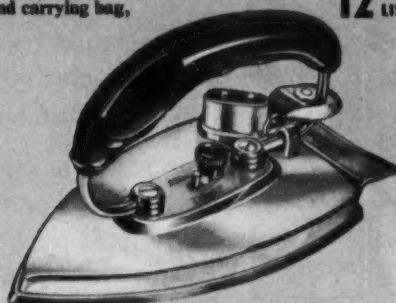
A Subsidiary of Claude Neon, Inc., 25 West 43rd Street, New York 36, N. Y.
Distributed in Canada by Canadian Westinghouse Supply Co.



DURABILT *Continental*

For use any place in the world on 115 or 230 volts, AC-DC. Complete with fused plug cord set, foreign outlet adapters and carrying bag,

\$12.95
LIST



DURABILT *Companion*

For use anywhere in North America, AC-DC, 115 volts. With cord set and carrying bag, only

\$7.95
LIST



Durabilt

WORLD'S LARGEST SELLING FOLDING IRON!

With Americans breaking all records for travel, here are the irons that are the unchallenged leaders of this booming new market! DURABILT gives you the only complete line of folding irons on the market today! Handsomely styled, superbly engineered,

this highly profitable line sells the year round! All models are lightweight, rugged, compact and have the full 22 sq. in. of ironing surface. All models nationally advertised to your customers.



DURABILT *Automatic*

Fully automatic folding iron, 115 volts, AC. Complete with carrying bag,

\$10.95
LIST



All irons are available with this good looking simulated alligator case at additional

\$4.00
LIST

**Cadillac dealers
have spots before
their eyes!**

\$5 \$10 \$5
\$10 \$10 \$5
\$10 \$5

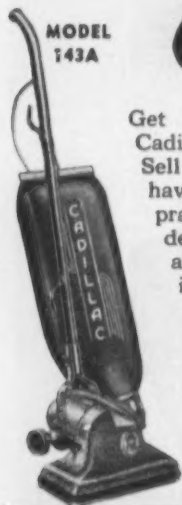
"five-spots"
"ten-spots"

...never any dull spots

NEW FEATURES MAKE THIS Cadillac A BEST SELLER!

NEW disposable dust bag . . . NEW "floating brush" floor nozzle . . . NEW color—silver grey Hammerloid . . . NEW "snap-back" handle . . . NEW toboggan-type runners . . . NEW bayonet locking device on attachments . . . NEW simplified filter . . . PLUS 2-speed control. These features and many more make the Model N800 cylinder-type Cadillac click with homemakers.

MODEL 143A



Get behind the Cadillac line now. Sell the cleaners that have been proved and praised since 1911 by dealers and homemakers alike. Nationally advertised in AMERICAN HOME, SATURDAY EVENING POST, FARM JOURNAL, WOMAN'S HOME COMPANION and AMERICAN MAGAZINE.

MODEL N800



See us at the Chicago Show, American Furniture Mart, January 5-15.

BOOTH 1768

CLEMENTS MFG. CO.

Dept. A, 6666 S. Narragansett Ave., Chicago 38, Ill.

For more than 40 years sold only by reliable dealers and distributors.

Electric Housewares (continued from page 204)

made in the last three months of the year.

Promotions

Utility companies, cooperating with the NEMA gift promotion showed a marked increase in their interest in pushing electric housewares sales in 1952, and roasters were included. Pennsylvania Electric Co., always good roaster promoters, reported sales of roasters in their Western Pennsylvania territory for April to be one of three appliances on the upgrade (dryers and refrigerators were the other products). All other appliance sales were off.

Roasters were used as premiums with the sale of major appliances more than ever before in roaster history. Many dealers and some manufacturers offered a roaster free with the purchase of electric washers, dryers, or refrigerators.

A trade-in offer allowing \$20 on old roasters of any make taken in trade with the purchase of a roaster retailing over \$60 was well received. The roasters taken in trade were donated to the Salvation Army.

On TV, the roaster, along with all other Westinghouse housewares, got

national TV coverage during the political convention broadcasts in the summer of 1952.

The Market

It is estimated that about 30 percent of the roasters sold in 1952 were sold as replacements for obsolete or wornout models. The balance went to new users. This all-purpose cooking device brings to homes not wired for 220-volt equipment, all the advantages of electric baking, roasting, broiling and grilling. As in recent years, the bulk of sales were in the 18-qt. rectangular models. However, in 1952 the smaller roasterette models also enjoyed good volume.

Prices

While the average retail price is set at \$39.95, the total take per unit sale is usually much higher. Better than 60 percent of the roasters sold include a cabinet. The broiler griddle attachments (25%) and the timer clocks also sold in good volume. So, that while the average retail price of an 18 qt. roaster is in the neighborhood of \$40, these extra attachments can bring the sale of a roaster closer to the \$80 mark.

Blenders



TWO YEARS STATISTICAL SUMMARY Blenders

1952		1951
425,000	Units Sold	290,000
\$41.50	Average Retail Price	\$39.50
\$17,637,500	Retail Value	\$11,455,000
(Jan. 1953)		(Jan. 1952)
1,474,500	Homes Owning	1,098,500
40,832,100	Homes Without	39,868,500

THE intensive educational campaign on the art of blending waged in the past several postwars by blender manufacturers finally hit home in 1952. Unit sales by manufacturers jumped from the 1951 record of 290,000 units to a new record of 425,000 units—a 46.5 percent increase. Dollar volume increased from \$11,455,000 to \$17,637,500.

(In this connection we'd like to point out that our estimate of the

1951 blender business proved to be too conservative. For that reason, we have revised the totals upward from 260,000 units at a retail value of \$10,270,000 to 290,000 units valued at \$11,455,000).

1952 prices were from 5 to 10 percent higher at the distributor level, according to industry reports. Blender sales at retail did not escape, however, the general softening caused by price

(Continued on page 212)



A New Day is about to Dawn *for* Modern Kitchen Distributors

Within the next few months a new big name will take its place in the steel kitchen industry.

This leading producer—whose name and products are known world-wide—will offer a distribution and merchandising plan that is sound and profitable.

The product will be the newest, finest and most complete in this fast-growing market.

It will be sold only through franchised distributors whose territories will be fully protected.

The market for this product is big. Sales in 1952 surpassed \$200,000,000. Expert forecasts indicate a growing market in the years ahead.

The company behind this new product is "blue chip"—a member of the select circle of businesses reporting sales of *more than one billion dollars a year.*

Along with an outstanding product and the great name it bears will come new plans, new programs and new policies. All are based on long study of trade conditions and problems. Insofar as long experience, careful planning and ample resources can make it possible, a new day is about to dawn for modern kitchen merchandisers who take advantage of this great opportunity soon to become available.

Write for Advance Information ▶

WHOLESALE DISTRIBUTORS

If you are interested in the greater opportunity offered through the distributorship of this complete new line of steel cabinets, cabinet sinks and accessories, write to the box number listed below. Please give your name, address, and as much other information as you consider desirable.

*All inquiries will be held in strictest confidence.
Write Box 6355, Electrical Merchandising.*

NOW... General offers **5-YEAR**



FIRST PLAN OF ITS KIND IN THE HISTORY OF GARBAGE DISPOSERS

Now, General Electric offers your customers a five-year protection plan—first of its kind in the history of garbage disposers!

Here's how the protection plan works:

FOR THE FIRST FIVE YEARS

... after your customer buys a G-E Disposall, General Electric will exchange any defective part for a like, or similar part, without charge.

That's dependability . . . right on the dotted line!

This is the kind of plan in which customers can have full confidence because it's backed by the name of General Electric. It gives you an *exclusive feature*... makes for easier, faster selling of this convenient, dependable, rugged appliance!

AND, WHO ELSE BUT GENERAL ELECTRIC!

General Electric pioneered food disposers. General Electric *perfected* food disposers. More people have bought General Electric Disposalls than any other food disposer. Not only that—in many, many homes, the Disposall has been giving steady, dependable service for ten years and more!

Electric Garbage Disposall® Protection Plan!

Extra-tough shredder-jaws easily chew up...



Soft food... tough rinds... even bones!

FOR ALL THESE JOBS, YOUR CUSTOMERS NEED A
RUGGED DISPOSALL!

Why more people have bought G-E Disposalls than any other food disposer...

Only the General Electric Disposall has all these features (1) 5-year protection plan. (2) Unique safety Twistop control that keeps garbage in, and hands out! Also acts as sink strainer, and stopper. (3) Extra-quiet action because parts are floated on rubber. (4) Extra-tough shredder-jaws for years of rugged service!

Specially designed for septic tanks, too. Today, over 100,000 garbage disposers are operating efficiently with septic tanks. Actually helps keep drain lines clean!

EASY TO INSTALL

The G-E Disposall will fit *any* kitchen sink. A special sink-boring tool has been perfected by G. E. to quickly adapt *any* kitchen sink for the Disposall installation. Many kitchen sinks do not need to be adapted. Many do. So, make your opportunities as big as the market really is. Be sure you have this special sink-boring tool! Available at your General Electric distributor.

HELP YOUR CUSTOMERS TO PROTECT FAMILY HEALTH

Even a few flies, attracted by garbage into the cleanest of homes, can carry harmful germs. Help your customers get rid of the garbage that draws flies. Sell them the proved health protection of a General Electric Disposall.



JASPER, INDIANA, PROVES HEALTH PROTECTION

You've probably heard that the city of Jasper, Indiana, has made a city-wide installation of the G-E Disposall. But, do you know the health news that has resulted? Now, Jasper announces fewer flies, and fewer rodents in the city. And the number of communicable diseases has been reduced! What a wonderful health possibility for the homes in your community!

PRICED FOR VOLUME SALES

No other electric appliance gives your customers so much convenience, and so much health protection, at so little cost.

G-E DISPOSALL—THE ELECTRIC WAY TO WASH AWAY GARBAGE

GENERAL  **ELECTRIC**



COFFEE MAKER!

WEST BEND

48-cup

DRIP COFFEE MAKER

LODGES • RECREATION ROOMS
LUNCH ROOMS • CIVIC GROUPS
WOMEN'S SOCIETIES • CHURCHES
COFFEE SHOPS • DRUG STORES
TEA ROOMS • FRATERNITIES
CLUBS • RESORTS



Yes sir! Here's one of the busiest "joiners" in town. West Bend's 48-cup coffee makers are in civic clubs, churches, lodges, veterans' groups and other good company all over the U. S. Every week at these meetings the coffee makers are turning out wonderful, drip-style coffee in 12 minutes — 48 cups at a time. Your community, too, is a wonderful market for this big, easy-to-use coffee maker. Low-priced at \$30.95, retail.

See us at the show!
Booths 675, 677 and 679

crowd-pleaser!

WEST BEND

**ELECTRIC
CORN POPPER**

The TV companion. Makes 2 quarts of crunchy popcorn in about two minutes after pre-heating. Heat-proof "see-through" glass cover. Plastic handle. Electric base can be used separately. Retail \$6.95.



WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN

Electrical Housewares (continued from page 208)

cutting experienced by most electric housewares.

In the first four months of 1952 sales were off compared with the previous year. This was largely due to distributor and dealer inventories carried over from 1951. Excess stocks, however, were wiped out by the end of April, and the sales curve began to soar.

Most of the leading blender manufacturers engaged in intensive advertising, especially on TV programs. In give-away programs and demonstrations the blender was also right out front all during the year. Blender manufacturers also express the opinion that much of the success of their educational efforts can be attributed to such thought leaders as the consumer magazine editorial pages and the TV demonstrations put on by home economists. All these molders of American homemaker opinion gave the art of blending a good play in 1952.

Two new books published in 1952 on the art of blender cookery had high promotional value for the blender. Mabel Stegner's *Electric Blender Recipes* and Mary Mead's *Magic Recipes*

for the Electric Blender enjoyed wide readership and are already in their second printing. Publishers of both books used blenders in their promotions with the result that blenders appeared in book store windows all over the country, and the book review sections of the nation's newspapers and magazines helped promote the idea of blender cookery in the home.

Distribution and Outlets

No unusually heavy overstocking was indulged in by distributors and dealers in the fall of 1952 in anticipation of holiday business. Consequently inventories should be just about current going into 1953.

Greatest volume of blender sales is said to go through electrical specialty channels, tapering off through hardware, utility and the jewelry trade.

A newly designed Blender was announced by Waring early in 1952. It featured a streamlined exterior and a 2-speed motor. Hollywood also introduced a new model with 8 cutting blades and two speeds. Oster has an improved Pyrex container graduated according to cup measurements.

Fryers



TWO YEARS STATISTICAL SUMMARY

Deep Fat Fryers		1951
1952		
1,250,000	Units Sold	725,000
\$29.95	Average Retail Price	\$28.50
\$37,437,500	Retail Value	\$20,662,500

SALES of deep fat fryers continued upward in 1952, establishing a new record at 1,250,000 units. At an estimated retail price of \$29.95, this amounts to \$37,437,500 in dollars.

Unit volume for 1952 exceeded the combined total of the previous two years sales (500,000 in 1950 and 725,000 in 1951) by 25,000 units.

Contrary to the general trend of electric housewares in 1952, the fryer business, according to leading makers, was better in the first three months of the year than ever before. Retail demand held pretty steady throughout the year.

Fryer acceptance continues its un-
(Continued on page 216)



Perk up your post-holiday sales with

Arvin's MIDWINTER SPECIAL

Your choice of TWO SENSATIONAL DEALS!

BOTH INCLUDE NEW ARVIN "MERCHANTMAN" METAL DISPLAY STAND
Designed by Raymond Loewy Associates

HERE'S ARVIN DEAL NUMBER ONE



COFFEE-PERK

FREE

	Your Cost	Selling Price
3 Model 6000 Coffee-Perks @ \$18.87	\$56.61	\$89.85
2 Model 3550 Electric Cooks @ \$18.87	37.74	59.90
1 Model 4200 Toaster @ \$14.65	14.65	22.95
2 Model 2100B Irons @ \$6.36	12.72	19.90
1 Model 2300 Iron @ \$8.27	8.27	12.95
1 Model 5030 Heater @ \$12.56	12.56	19.95
1 Model 6000 Coffee-Perk	FREE	29.95
1 Arvin "Merchantman" Display	25.00	
	\$167.55	\$255.45

YOUR PROFIT \$87.90

DIRECT SHIPMENT—Arvin pays the freight from factory to you. You may substitute for any one type of product any other of comparable list price—such as Model 5130 Fan-Heater for Model 4200 Toaster.

HERE'S ARVIN DEAL NUMBER TWO



COFFEE-PERK

FREE

	Your Cost	Selling Price
3 Model 6000 Coffee-Perks @ \$18.87	\$56.61	\$89.85
2 Model 3550 Electric Cooks @ \$18.87	37.74	59.90
1 Model 5630 Heater @ \$22.02	22.02	34.95
1 Model 5530 Heater @ \$18.87	18.87	29.95
1 Model 5030 Heater @ \$12.56	12.56	19.95
1 Model 6000 Coffee-Perk	FREE	29.95
1 Arvin "Merchantman" Display	25.00	
	\$172.80	\$264.55

YOUR PROFIT \$91.75

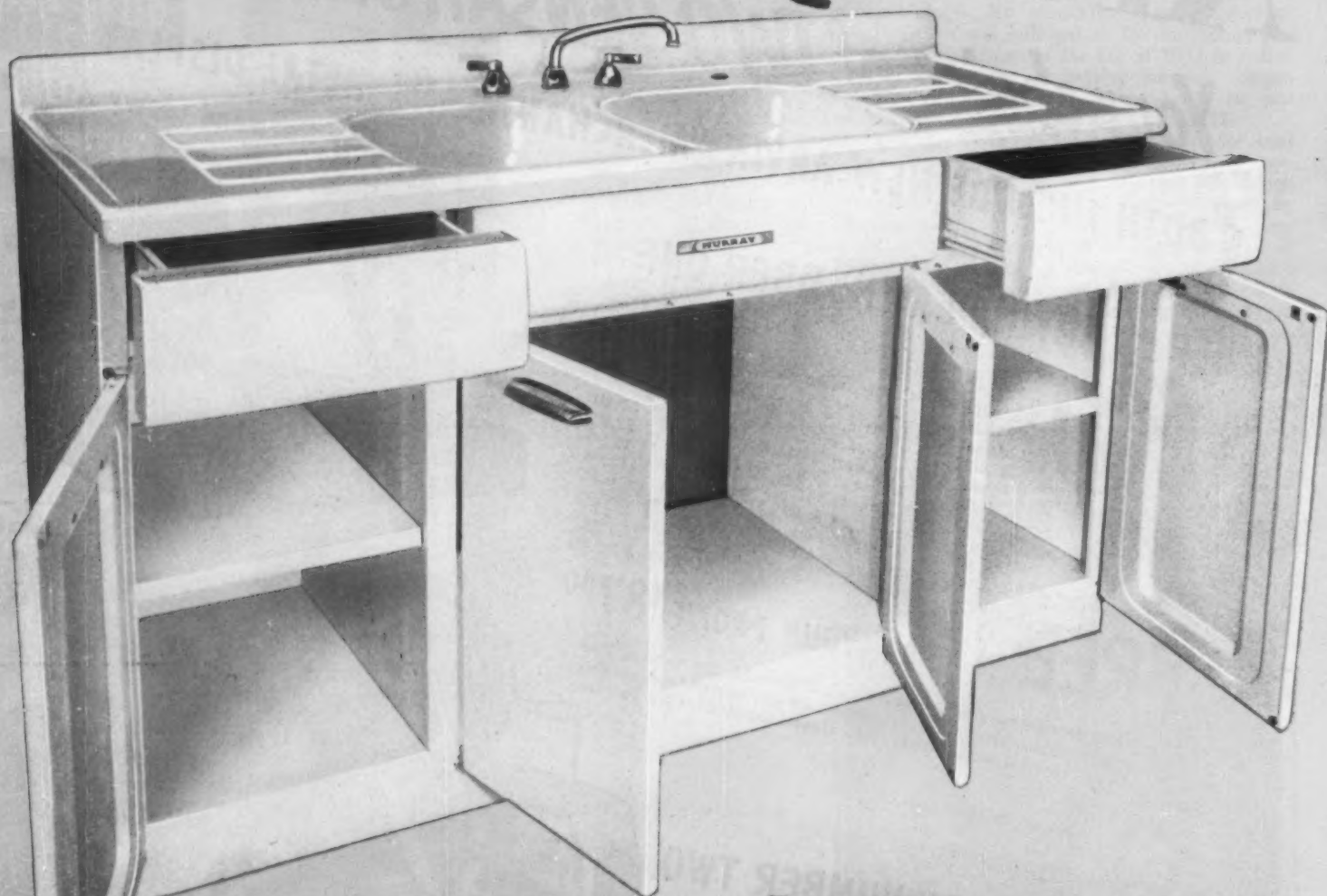
DIRECT SHIPMENT—Arvin pays the freight from factory to you, on merchandise, "Merchantman" Display, and FREE Coffee-Perk.



Let us tell you more at the
HOUSEWARES SHOW
Spaces 473-5-7-9

or see your Arvin Distributor
Electric Housewares Division, Arvin Industries, Inc.
Columbus, Indiana

Murray hits



\$139⁵⁰

Suggested retail
price

★

Slightly higher
west of the
Rockies.

Designed for efficiency

Designed for beauty

Designed to sell

No one makes kitchens like

the mark-AGAIN!

WITH THIS "3-STAR SPECIAL" TWIN-BOWL CABINET SINK PROMOTION

Here's a profitable promotion package that will bring customers in to buy!

It's the Murray 3-Star Special—a handsome Murray cabinet sink with all the selling features . . . and a sensational price.

Full 66" width—over 18 cubic feet of storage space . . .

Huge twin bowls and drainboards . . .

All the quality and features that you'd expect to sell for up to \$40 more!

Here are the other features that Murray is famous for . . .

- solidly constructed of heavy-gauge steel
- acid- and stain-resistant porcelain enamel tops
- rounded snag-proof corners
- plus more than 15 additional selling features
- and you get full promotional support—all wrapped up in one package.

Write, wire or phone Murray or your Murray distributor today for complete details about this record-smashing promotion and the sales and advertising helps available.

Only Murray builds complete kitchens like this

No matter how big or small your customers' kitchens may be, the complete, flexible Murray line allows you to fit their requirements exactly.

THE MURRAY LINE INCLUDES:

● All-steel wall cabinets, die made for smooth contours. Finished in high-baked gleaming white enamel. Full range of sizes and designs.

● Base cabinets of heavy-gauge steel topped with rugged Vinyl plastic in a choice of 8 decorator colors—And there is no extra cost for this sales-producing color!

● Cabinet sinks in a range of sizes and styles to suit every homemaker's need. Packed with sales-appealing features. Cabinet makes these the most practical (as well as beautiful) sinks ever built.

● High-speed electric ranges and Streamlined gas ranges . . . there's a Murray model for every need, every budget!



MURRAY

THE MURRAY CORPORATION
OF AMERICA

Home Appliance Division
Detroit 11, Michigan

MOISTURE MONSTER DISPLAY HELPS SELL 217 AIR DRIERS

for Washington, D. C., dealer!



William Belz and Victor S. Filler, Managers of the Sun Radio Stores, Washington, give approval to the Moisture Monster display that helped sell 217 Oasis Air Driers for them.

You can't blame the managers of the Sun Radio Stores for being enthusiastic about the eye-catching Oasis Moisture Monster display—it sold more than 200 high-profit appliances for them! Customers with damp basements stopped in the Sun stores . . . saw the displays . . . asked about the Air Drier . . . bought Oasis!

And when you sell an Oasis Air Drier you make *money*, because you don't lose part of your profit on a trade in, and there's little or no service problem! The demand for air driers is growing—last year was a big year . . . next year will be bigger. Don't overlook this big-profit appliance—find out about the Oasis Air Drier! Then there's:

- ★ Oasis National advertising in Saturday Evening Post, Better Homes & Gardens, House Beautiful's Maintenance & Building Manual, House & Garden Book of Building, and other national publications!
- ★ Moisture Monster displays that sell!
- ★ Merchandising Plans that help dealers get prospects and close sales.
- ★ Demonstration Plan that sells nine out of ten prospects.

OASIS Air Drier

ELECTRIC DEHUMIDIFIER

Write today for all the facts.

THE EBCO MANUFACTURING COMPANY, 405-A W. TOWN STREET, COLUMBUS 8, OHIO

Make profits
out of your
town's damp
basements—

**MAIL
TODAY!**

THE EBCO MANUFACTURING CO.
405-A W. Town Street, Columbus 8, Ohio
Send me full details on the money-making Oasis proposition.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Electric Housewares (continued from page 212)

even geographic pattern, however. Eating habits peculiar to individual sections of the country still exert an influence on sales. A similar situation has always existed in the broiler business, and it is interesting to note how one appliance balances the other in these geographic areas. As a rule, where there is little demand for fryers, broiler demand is better than average. Instances of this in 1952 are metropolitan Boston and New York, where broilers are reported enjoying a brisk business, while fryers were down.

Areas where fryers sold in great volume in 1952 include Philadelphia, Jacksonville, Detroit, Pittsburgh, to name a few of the newer markets which have been developed.

Promotions

Promotions of all types were actively engaged in at manufacturer, retail and utility levels in 1952. Floor demonstrations in department stores moved fryers steadily while other electric housewares lagged far behind. A direct mail campaign put on by a Portsmouth, Ohio, store (EM Sept. '52, P. 116) sold 189 fryers on a free trial basis. Direct mail promotions by department stores in Philadelphia, plus Philadelphia Electric's housewares campaign is said to have resulted in a 20 percent increase in downtown store business in that city. Direct mail was reported to have better results than newspaper advertising in Philadelphia, also. TV demonstrations proved to be good promotional mediums for fryers. Tie-ins with food companies in these TV demonstrations, offering free pack-

ages of food with the sale of each fryer produced good response.

Promotions at the manufacturer's level included combination package deals such as a kit of fryer cookery accessories with the sale of each fryer; and a 3-lb. can of Crisco with each fryer.

New Products

Three companies added fryers to their lines in 1952. Two were rectangular models (Universal and Swifty), one a circular fryer (Sunbeam). Dormeyer, Dulane and Burpee also announced improved models. At present, types available are pretty evenly divided between rectangular or square, and the circular types. However, the rectangular and square types accounted for about 80 percent of 1952 volume.

Other housewares manufacturers are planning to come into the fryer field early in 1953, it is reported.

Trends

The average size fryer runs from three to four pints in size. However, there was a healthy demand for larger, five to six pint models.

The controversy between spigot versus non-spigot seems to have settled down to one of personal preference on the part of the purchaser. Users are being educated to a common sense attitude concerning fat storage. Average kitchen temperatures are said to be satisfactory for storing fat for an average of four weeks without change, except for replenishing purposes, as the fat is used up.

(Continued on page 220)



It's One Of The Biggest Advertising Campaigns In TV History!

CBS-COLUMBIA MAGAZINE CAMPAIGN SELLS 74,622,031 PROSPECTS FOR YOU!

CBS...THE GREATEST NAME IN HOME ENTERTAINMENT...
Develops America's Most Advanced TV SET!
CBS Columbia
 CBS Engineers Bring You a New Kind of TV Receiver...
 Pictures with Studio-Sharp Reality Never Before Equalled!
 Price starts at just \$199.95
CBS-COLUMBIA INC.
 A Subsidiary of The Columbia Broadcasting System

THIS FULL-COLOR DOUBLE-PAGE SPREAD APPEARED IN LIFE MAGAZINE

Plus

Continuing Magazine Campaign in

LOOK, LIFE, BETTER HOMES & GARDENS
 HOUSE & GARDEN HOUSE BEAUTIFUL

Double-Page Spreads & Full Pages! Full Color, and Black & White!

All This... Plus:

- 1 THE DORIS DAY SHOW—Big, new Tuesday Night Radio Show—CBS Radio Network—covering every major market in America! Now on the air to help you sell the new CBS-Columbia TV sets!
- 2 Full-Page Newspaper Advertisements in every major city.
- 3 Concentrated local Spot-Radio Campaign featuring CBS Stars on hundreds of stations.

- 4 Dramatic Store-Demonstration Record featuring top CBS-TV Stars.
- 5 Unusual new dealer ads featuring top CBS Stars.
- 6 Exclusive life-size Jack Benny Floor Display, Star Pennants, Window Streamers.
- 7 Full line of sales-compelling promotional literature.
- 8 Exciting Business-Getting Promotions for Your Store.

And dozens of promotional devices!

CONTACT YOUR CBS-COLUMBIA DISTRIBUTOR NOW!

IN CHICAGO VISIT US AT THE MERCHANDISE MART, ROOM 11-106, 11TH FLOOR, JAN. 5TH TO 16TH

CBS-COLUMBIA
 has a Great Selling Plan!
 Yes, and it took CBS to do it, Jack!
JACK BENNY
 CBS-TV's Sunday Star
ARTHUR GODFREY
 CBS-TV Star
ENGINEERED BY
CBS Columbia
 A Subsidiary of The Columbia Broadcasting System
CBS-COLUMBIA INC.
 A Subsidiary of the Columbia Broadcasting System

Join UNIVERSAL'S Big

MAKE THESE
5
SALES-MAKERS
STARS
WORK FOR YOU



A FREE FULL COLOR DISPLAY—Counter sized, in beautiful gay Spring colors with display space for a big assortment of Universal Electric Housewares. It's a stopper in your store. It's FREE with your Spring stock order!



A FREE EYE-CATCHER WINDOW BANNER—In your window, it's a sure way to let everyone know it will pay them to take a look at your Universal Display. It identifies your store as Sellabration Headquarters.

Get full details from your UNIVERSAL

Spring SELLABRATION

A TREMENDOUS, NATIONALLY ADVERTISED 5-STAR PROMOTION TO BOOM YOUR ELECTRIC HOUSEWARES SALES!

Here, for the first time ... in one complete package ... is a promotion to bring sales—*quick sales*, right to your store. It's backed all the way from national advertising right down to point of sale to make your store Universal Electric Housewares Headquarters. *Don't miss out* on this FIVE STAR landslide.



4 A STOCK OF FAST MOVING ITEMS

—Get a full assortment of Universal quick selling appliances—it's your ticket to this big Sellabration. Be sure you have plenty for your display and sales.



3 A **FREE TRAFFIC-BUILDER**—Build a line of sales prospects right to your appliance section by offering this fifty cent apron pattern *Free*. Every woman will want this easy-to-make pattern by Carolyn Schurer, one of America's foremost designers.



5 TIE IN WITH NATIONAL ADS ...

TV, RADIO—Your "Package" contains product mat ads, suggested layouts and a complete "How-to-do-it" booklet. Make Universal's national advertising work for you by tying in your own store as headquarters.

distributor today!

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

New, Novel FANS FOR '53

FRESH-AIR MAKER

IT WILL PAY YOU TO INVESTIGATE
THESE NEW MEMBERS OF THE ALREADY
LARGE FRESH-AIR MAKER FAN FAMILY

FOR F-12 PORTABLE

Model F-12—Combining an excellent portable and window fan. Finest, handiest low-priced portable obtainable. Sliding window panel (optional) quickly adapts to sash windows 27½" to 41½" width.



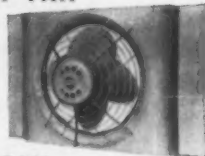
FOR MODEL C-25 CASEMENT AND SASH WINDOW FAN

Model C-25—Tops for versatility. A natural for casement or sash windows, steel, aluminum or wood, or a floor fan. Reversible, intake or exhaust. Powerful and quiet. Most attractively priced.



FOR W-16 WINDOW FAN

Model W-16—Electrically reversible, two-speed, 16" adjustable window fan. Made to order for the popular priced market.



FOR 24" WINDOW FAN

Model R-24—Compact, electrically reversible window fan—two speeds either way—a fine fan for homes, offices or business. Fills requirements of big housing jobs and priced to get them.



FOR MODEL R-20

Model R-20—New, improved electrically reversible two-speed adjustable window fan. Abundant air delivery for small homes or apartments.



FRESH-AIR MAKER ATTIC FANS, VERTICAL AND HORIZONTAL, OFFER THE MOST COMPLETE ASSORTMENT, TYPES AND SIZES YOU CAN FIND

CENTRIFUGAL BLOWERS DOUBLE INLET SINGLE INLET UTILITY MODELS 5" TO 25" ALL POPULAR DEMANDS COVERED

SEND FOR NEW LITERATURE DESCRIPTIVE OF THE MANY NEW AND INTERESTING FRESH-AIR MAKER SALES FEATURES

SCHWITZER-CUMMINS CO.
VENTILATING DIVISION
INDIANAPOLIS 7, INDIANA



Builders of Fine Fans and
Blowers for 35 Years

Electric Housewares (continued from page 216)

Broilers



TWO YEARS STATISTICAL SUMMARY

Broilers		1952	1951
434,700	Units Sold	312,000	
\$30.30	Average Retail Price	\$23.03	
\$13,172,100	Retail Value	\$7,200,000	
(Jan. 1953)			(Jan. 1952)
2,813,000	Homes Owning	2,487,000	
39,493,600	Homes Without	38,480,000	

An indication of what can happen in the housewares business when new models with radical improvement in design and performance are introduced is shown in the evolution now taking place in the broiler business.

In overall volume a new record was rung up with 434,700 units of all types sold. The estimated retail value approximates \$13,172,700.

In 1950 and 1951 oven type broilers, which were introduced in the 1948-'49 period, had been selling at 4-to-1 ratio over table broilers. In 1952, however, this ratio increased to almost a 10-to-1 lead, with 285,000 oven-type units sold in 1952.

Combination broiler-rotisseries, new in 1951, in 1952 sold 120,000 units. This is eight times more than the 1951 volume of 15,000 units. This places combination broiler-rotisseries, only in their second year of production, in a competitive position with oven type broilers. 1952 Sales by Type of Unit:

	Units	Av. Ret. Pr.	Dollars
Oven Type	285,000	\$23.50	\$6,697,500
Combination	120,000	\$49.50	5,940,000
Table Type	29,700	\$18.00	534,600

Before the war, broiler sales were concentrated almost entirely in and around the two major markets of New York and Chicago. However, starting in 1951, several broiler makers made efforts to extend their markets away from these tight, highly saturated areas into the smaller cities and towns.

Advertising in national magazines, cooperative advertising at local levels, and demonstrations in stores and on

local TV programs undertaken by some of the more aggressive manufacturers helped bring about a noticeable change in national acceptance of infrared cookery in the past year.

In addition, some of the better known national chain stores took on popular priced oven broilers and some rotisserie combinations in 1952.

The Market

There is a large replacement market in the highly saturated metropolitan areas, especially for combination broiler-rotisseries, among the enthusiastic broiler fans.

Smart broiler merchandisers have observed a tendency on the part of broiler users to junk their old models and purchase the latest improvements, and they are successfully using low-priced oven-type broilers to open each new market, certain in the knowledge that once a homemaker is converted to broiler use, a large percentage will be customers for higher-priced units.

In the Southwest, where people go in for casual outdoor living and cooking the greater part of the year, the rotisserie combination is spreading in acceptance. It is portable, easy to handle and clean, and can be transported out of doors without difficulty.

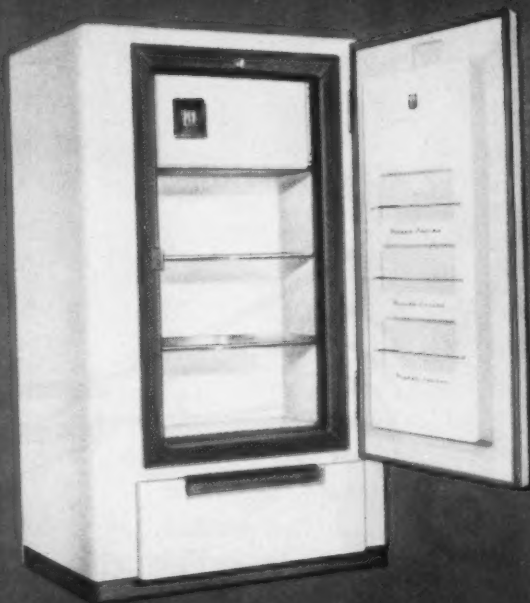
New Products

Three manufacturers entered the broiler business in 1952. Dormeyer with a combination broiler-rotisserie. Evered with a round oven-type; and (Continued on page 224)

DISTRIBUTORS... DEALERS...
INVESTIGATE THESE SENSATIONAL

WILSON FREEZERS **FOR 1953**

**COMPLETELY RESTYLED FOR
 NEW BEAUTY, NEW EFFICIENCY
 WILSON ZERO°SAFE FREEZERS for 1953**



UPRIGHT MODEL—AF-150



CHEST MODEL—AFC-150

Upright Models
 AF-150—15.68 cu. ft.
 AF-200—20.6 cu. ft.
 AF-250—25.22 cu. ft.

Chest Models
 AFC-150—13.24 cu. ft.
 AFC-190—19.61 cu. ft.
 AFC-240—23.33 cu. ft.

AMERICA'S MOST BEAUTIFUL FREEZERS

If you're looking for a line of freezers to round out your present lines of appliances—look into Wilson. You've never seen such good-looking, such saleable freezers as these. And, as for the Wilson Franchise... read the facts below and judge for yourself.

WILSON FREEZER FEATURES

- **NEW, SPACE-SAVING DESIGNS**... Sleek, clean-cut, blended radius designs. Welded steel construction.
- **NEW COLOR STYLING**... Beautiful blue and gold color trim to highlight the gleaming Dulux finish.
- **NEW POPULAR SIZES**... A complete line of both chests and uprights. 6 popular models to meet every need.
- **NEW CONVENIENCE**... Every feature a freezer can have... compartmented interiors, separate freezing sections, juice pockets, temperature control, signal lights.
- **NEW EFFICIENCY**... Advanced engineering and construction give new efficiency, peak performance, low operating costs.
- **NEW COMPETITIVE PRICE**... New value... *more* value than ever before.

WILSON FRANCHISE FEATURES

- **EXCLUSIVE TERRITORY**... Yours alone... and large enough to insure a steady growing business.
- **QUALITY MERCHANDISE**... By a "known" maker... the pioneer in upright freezers.
- **GOOD PROFIT**... A really worth-while mark-up.
- **FREEZERS ONLY**... No conflicting side-lines, no tag-a-long products.
- **POWERFUL ADVERTISING SUPPORT**... In leading magazines—directed to your best prospects.
- **HARD-SELL LOCAL ADVERTISING**... A complete cooperative campaign for newspapers, radio, television.
- **BUSINESS-BUILDING LITERATURE**... Direct mail pieces, folders, broadsides, catalog sheets, display pieces.
- **NATION-WIDE FINANCE PLAN**... (through CCC) to "untie" your cash investment.



REFRIGERATION, INC.

102 GLENWOOD AVENUE, SMYRNA, DELAWARE

America's first makers of upright home freezers

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATORS

LOOK INTO THE WILSON FRANCHISE ARRANGEMENT TODAY.
 Write, wire, or phone for complete details and availabilities.



Are you tapping the right circuit?

THE best appliance ads in the world won't ring the bell—unless they reach the kind of people who can afford new appliances.

What kind of people are they? Figures show that the bulk of all appliances are bought by folks earning \$3,000 to \$10,000 a year. They buy 75% of the automatic washing machines, 68% of the vacuum cleaners, 72% of the dishwashers, 65% of the home freezers.

How do you talk to this affluent group? One of the best ways is to use the major weekly magazine that has the biggest concentration of them in its circulation.

That magazine is Collier's. Look at the figures and judge for yourself:

Percentage of Circulation in \$3,000 to \$10,000 Group*

COLLIER'S	72%
Life	69%
The Saturday Evening Post . . .	68%
Look (Biweekly)	69%

And here's something else. Of the four major magazines, Collier's leads the field in percentage of women family heads 35 and under,

women whose principal interests are child care, food preparation, housekeeping—*your best customers.*

Percentage of Women Family Heads 35 and Under*

COLLIER'S	41.1%
Life	36.7%
The Saturday Evening Post . .	34.1%
Look (Biweekly)	38.2%

And because Collier's leads in percentage of young-women family heads, naturally it also leads in families with children.

Percentage of Families with Children Under 15*

COLLIER'S	50.2%
Life	46.9%
The Saturday Evening Post . .	45.5%
Look (Biweekly)	50.0%

So it's easy to see why Collier's readers will buy over 200 million dollars' worth of electrical appliances this year.

If the products you sell are advertised in Collier's, you can be sure you're reaching the right people!

Collier's

MAKES THINGS HAPPEN



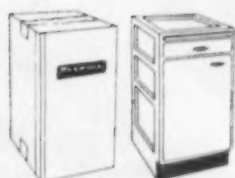
The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N.Y.— Publishers of Collier's, The American Magazine, Woman's Home Companion

*Source: Stewart, Dougall and Associates

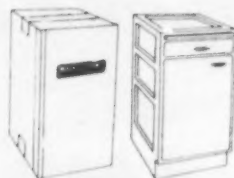
DISTRIBUTORS

YOU CAN COVER
THE KITCHEN FIELD
BY ADDING **BRAMMER**

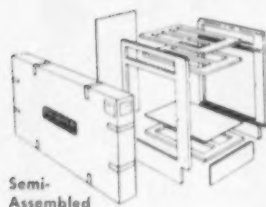
with **THREE PRICE RANGES**



Assembled
and lacquered



Assembled
unfinished



Semi-
Assembled

The Popular "Do It Yourself"
LOW SHIPPING COSTS
LOW WAREHOUSING COSTS
MORE PROFIT



When in Chicago
Don't fail to see the Brammer
display at 11-112 Merchandise Mart

or NAHB Convention,
6th Floor, Room 41A
Conrad Hilton Hotel

in *Natural* **BIRCH**

Brammer

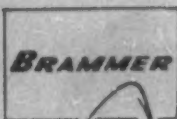
is the fast moving kitchen
in Natural Birch that answers the
ever increasing demand.

Complete your line
Be a Brammer
distributor

Brammer is the kitchen designed
for easier-faster selling, because it is
more profitable to the dealer and
more appealing to the
customer.

Full color literature
available.

Write today for complete details.



Living Kitchens

BRAMMER MANUFACTURING COMPANY, DAVENPORT, IOWA

SHOWROOMS: PHILADELPHIA: 5521 WAYNE AVE. - CHICAGO: THE MERCHANDISE MART
SAN FRANCISCO: WESTERN MERCHANDISE MART

Electric Housewares (continued from page 220)

Nesco with a rectangular oven type. Other manufacturers have expressed intentions of adding oven type broilers and combinations to their lines.

Practically every broiler manufacturer has added a combination broiler-rotisserie to their lines. All have motor driven spits that are removable for broiling. Some have additional space on top for grilling.

Broiler rotisserie combinations sold in greatest quantities in the \$50 to \$60 categories, according to manufacturer reports. Oven type broilers averaged about \$23.50 and table types held to the \$18.00 figure for suggested retail price. However, general price cutting, especially on the East Coast knocked these prices down some 25 to 40 percent.

Waffle Irons-Sandwich Grills



TWO YEARS STATISTICAL SUMMARY

Waffle Irons - Sandwich Grills

1952	1951
1,570,000	1,875,000
\$20.49	\$17.95
\$32,165,500	\$33,656,300
(Jan. 1953)	(Jan. 1952)
13,322,500	12,340,000
28,983,500	28,627,000

ANOTHER 14-million waffle irons of all types (single and combination waffle iron-sandwich grills) were sold by manufacturers in 1952. This is 300,000 units or -16.3 percent less than 1951. It is the second year in a row for waffle iron sales to show a decline.

Dollar volume, on the other hand, is only 4.4 percent off, because of the increase in sales of the large sized, deluxe combinations.

The tight materials situation in the early months is responsible for some of this drop. One large maker reports that sheet aluminum shortages in the second quarter forced his company to stop production on waffle irons and grills.

As with other high-saturation housewares, retail demand for waffle irons was off the first half of 1952. This is not so surprising when you figure that over 184-million waffle irons were sold in the past six years. This means that 43.7 percent of the wired homes in the country now possess waffle irons that are under six years old.

Sales of single or plain waffle irons continued their decline in favor of the combination sandwich grill and waffle bakers, especially the large sized deluxe models. (Approximately 40 percent of the combinations sold were in higher priced square models.) Sales by types were as follows:

	Units	Avg. Retail Price	Dollars
Comb. Waf- fle Iron Sandwich Grill	1,325,000	\$21.50	\$28,487,500
Waffle Iron only	245,000	15.00	3,675,500
	1,570,000	20.49	32,162,500

The gift trade accounts for most of the waffle iron sales. A comparison of sales by months, retail vs. manufacturers, in percentages for the year 1951 appears on page 80 of this issue. It is interesting to note that almost 30 percent of the entire waffle iron sales (Continued on page 228)

NEW! Double-Duty Portable!

WELCH AIR FLIGHT

20"
WINDOW FAN
MODEL 20-W

window to window
... table to floor!

EASY
to mount . . .
snaps on window
bracket. Side panels
adjust to windows
28" to 40" wide.

The new Welch ultra-quiet Model 20-W Air-Flight is engineered to function perfectly as a window, table or floor fan. A large 20" size, this fan delivers 2800 cubic feet of air per minute, yet has portability usually found only in smaller models. Three speeds. Powerful 6-pole motor, 110-115 volt, 50-60 cycle, AC. Beautifully finished in cool, metallic Nassau Blue.

Retail \$59.95

A 5-Year Warranty guarantees all Welch motors against mechanical or electrical defects.

EASY
to use any-
where...snaps
out of bracket,
stands on
table or
floor.

Reversible,
for intake or
exhaust.

Convenient
carrying
handle.

Complete
safety,
attractive
grilles,
front and
back.

Silent,
deep-pitch
20" blade.

Adjustable
window
panel.

23"

6" wafer thin

Rubber feet
protect
polished
surfaces.

23"

"You know
what the demand
will be for a new
double-duty
portable fan
of this type!"

BE PREPARED TO SELL FANS THIS YEAR!

All forecasts say "Fans will be in big demand in 1953." Last year many dealers and distributors lost sales and profits simply because they did not anticipate the demand for fans. Order Welch Air-Flight models NOW, make sales history this summer.



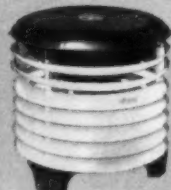
Model 4
Four Winds Window Fan
Versatile! Portable! Reversible! Use 4-ways, as a window, wall, table or floor fan. Special AERO-INDUCT LOUVRES increase air-flow 45 to 50%, eliminate need for slide panels.

Retail \$39.95



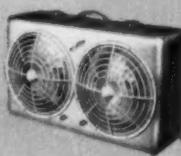
Models 11 & 12
Air-Flight Deluxe
Biggest selling hassock fan in the industry. Has louvers from base to top, a patented feature that increases airflow efficiency. This type floor circulator available only from Welch.

Retail \$49.95



Model 15
Air-Flight Special
A most popular, low-cost floor circulator, engineered with all the famous Welch design and patent features. Includes a full five year motor warranty, as on all other Welch models.

Retail \$36.95

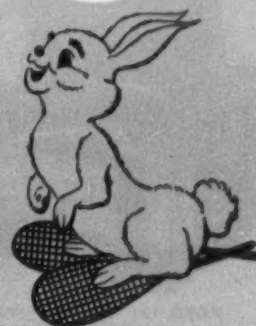


Model 24
Portable Turbomaster
The most flexible twin-fan on the market. Fits both sash and steel casement windows. 6 speeds. Each blade has a built-in wind tunnel, is individually controlled and reversible.

Retail \$69.95

Be sure to see the
New Welch Air-Flight Line
at the Housewares Show,
Jan. 15 to 22
Navy Pier, Booth No. C-1013

For a
BIGGER MARK UP
take advantage of our
"Operation Snow Shoe" plan.
Dealers! See your authorized
Welch distributor or write us
for complete details.



WELCH

W. W. Welch Company, Cincinnati 2, Ohio

MODEL 127 HF "CATALINA" PLUG-IN FONOGRAF Automatic 3-speed "push-off" plugs into radio, TV or amplifier. Russet and cream (R-127 HF), burgundy (B-127 HF) available. \$61.50. 127-27 HF equipped for plug-in of magnetic cartridge. \$56.75. 127-270 HF equipped with G.E. Triple-Play Cartridge. \$62.50. UL approved.



MODEL 126 HF DISKCHANGER Automatic 3-speed "push-off" for replacement or high-fidelity custom installations. Russet and cream (R-126 HF), burgundy (B-126 HF) available. \$55.50. 126-27 HF equipped for plug-in of magnetic cartridge. \$50.50

MODEL 121 DISKCHANGER Automatic 3-speed for modernizing outdated combinations. Forest green and gray (F-121), burgundy (B-121) available. \$49.50. 121-270 equipped with G.E. Triple-Play Cartridge. \$51.75



THE COMPLETE NEW **Webcor** LINE

FOR '53

NEW STYLING...

NEW COLORS...NEW PRODUCTS

MODEL 122 "DECORATOR" PLUG-IN FONOGRAF Automatic 3-speed plugs into radio, TV or amplifier. Forest green (F-122), burgundy (B-122) available. UL approved. \$53.75



MODEL 124 "HOLIDAY" FONOGRAF Automatic 3-speed portable fono. Forest green (F-124) burgundy (B-124) available. Luggage-type case. UL approved. \$87.50

MODEL 123 "JUBILEE" FONOGRAF Automatic 3-speed fono for any room. Forest green (F-123), burgundy (B-123) available. UL approved. \$63.50



MODEL 134 "MAESTRO" FONOGRAF Manual 3-speed in portable base reflex case. Forest green and gray (F-134), burgundy (B-134) available. UL approved. \$54.50



MODEL 166 PORTABLE AMPLIFIER
High-fidelity amplifier with 8-watt, push-pull circuit, 10-inch speaker. Phono and microphone inputs with separate tone and volume controls. Use as P.A. system. Burgundy case. U.L. approved. **\$68.75**

MODEL 125 PORTABLE DISK-CHANGER Automatic 3-speed portable Diskchanger. Mate for 166 Amplifier. Burgundy carrying case. **\$68.50**. U.L. approved.



MODEL 181 WIRE RECORDER
High-fidelity head, automatic stops, semiportable metal case. U.L. approved. **\$104.50**



MODEL 208 WIRE RECORDER
High-fidelity console response. Automatic stops. Simple controls. Burgundy case. U.L. approved. **\$157.50**

► Webcor shows the way with the industries newest, finest and most complete line since the invention of the phonograph.

The Webcor line for '53 is new from top to bottom—new units, new features, new colors and designs. There's a new Webcor unit for every purpose and every price bracket in your market—and it's yours for new sales in '53!

The new Webcor line is backed by new advertising to create the want, new sales promotion to create the traffic and new display material to help you make the sale!

You owe it to yourself to see, hear and sell the new Webcor line for '53!

Prices shown slightly higher in the West
Prices subject to change without notice

All music sounds better on a **Webcor**
manufactured by Webster-Chicago, Chicago 19, Illinois



MODEL 210 TAPE RECORDER
Up to two hours on one reel. Two speeds in both directions. Automatic stops. Burgundy luggage-type case. U.L. approved. **\$197.50**



**MODEL 129 "AUTHENTIC" FONO-
GRAF** Automatic 3-speed "push-off"
fono for high-fidelity music in home.
Khaya mahogany (129-1) **\$168.50**.
Antique fruitwood (129-2) **\$178.50**
available. U.L. approved.



**MODEL 136 "MIDGE" FONO-
GRAF** Low-cost manual 3-speed fono in compact case. Forest green and cream (F-136), burgundy and cream (B-136), tan and cream (T-136) available. U.L. approved. **\$29.95**



**MODEL 135 "LARK" FONO-
GRAF** Manual 3-speed portable at moderate cost. Forest green (F-135), burgundy (B-135) available. U.L. approved. **\$39.95**



Idea suggested by DONALD B. BUCKLEY,
Van Sant, Dugdale & Company, Baltimore, Maryland

In Chicago, it takes 2— to deliver your message!

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.

Today it takes two daily newspapers to reach a majority of the market—and for **MOST** net unduplicated coverage, one of your two **MUST** be The Chicago SUN-TIMES!



CHICAGO SUN-TIMES

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

LOS ANGELES
Sawyer-Ferguson-Walker Co.
612 So. Flower St.

SAN FRANCISCO
Sawyer-Ferguson-Walker Co.
1213 Russ Bldg.

PHILADELPHIA
Sawyer-Ferguson-Walker Co.
Girard Trust Bldg., 1400 S. Penn Sq.

MIAMI BEACH
Hal Winter Company
9049 Emerson Ave.

ATLANTA
Sawyer-Ferguson-Walker Co.
821-822 William Oliver Bldg.

Electric Housewares (continued from page 224)

were made at retail in the month of December. Another 17 percent was accounted for in the preceding months of October and November.

Westinghouse and Dominion announced large, square deluxe models in 1952. Universal added a high styled rectangular combination.

Shavers



TWO YEARS STATISTICAL SUMMARY Shavers

1952	1951
2,550,000 Units Sold	2,200,000
\$24.95 Average Retail Price	\$24.50
\$63,622,500 Retail Value	\$53,900,000
(Jan. 1953)	(Jan. 1952)
13,507,500 Homes Owning	12,270,000
28,799,100 Homes Without	28,697,000

THE shaver industry had another record year in 1952, when 2,550,000 units were sold. At an average retail price of \$24.95, this represents a dollar volume of \$63,622,500.

In units this puts 1952 shaver business 15.9 percent ahead of 1951, and 50,000 units or two percent ahead of the former record year of 1947. In dollars the increase is even greater: \$10-million ahead of 1951 and \$20-million ahead of 1947, because average retail prices have gradually advanced from \$17.50 in 1947 to \$24.95 in 1952.

Expanded advertising on television and in national magazines and newspapers by two of the leading shaver producers is said to be largely responsible for this increase in business. The TV advertising includes programs on national hook-ups, plus cooperative tie-ins with dealers on local stations.

While the geographic sales pattern of shavers has remained about the same, biggest increases were recorded in areas where there is television broadcasting.

As a result of this expanded advertising barrage directed at the consumer more and more men have become converted to electric shaving, and an equal number are eager to get the newest and latest in shaver models. One company reports third quarter production 65 percent ahead of the same period in 1951.

Anywhere from 25 to 50 percent of the 1952 sales are repeat or replacement sales. The balance went to men newly converted from other shaving methods and those reaching shaving age.

Approximately 15 percent of sales were made on the basis of an old shaver accepted as a trade-in.

Outlets

At the wholesale level shaver distribution is divided fairly equally among electric, jewelry and drug wholesalers with hardware and other miscellaneous distributors accounting for only a small percent of the total. At retail, department stores, jewelry and drug outlets lead, followed by appliance and hardware stores.

In an endeavor to keep discount selling at a minimum one company reduced the number of wholesalers handling their line, and asked each wholesaler to sign a fair trade agreement.

Greatest promotional efforts were aimed at consumers in 1952, in the TV and national advertising mentioned above. However, "Shaver Weeks" and promotions and campaigns through wholesalers with dealer tie-ins were also continued as in former years.

Remington introduced two new models in 1952 a deluxe model priced at \$29.50 and a Contour model at \$21.50. Schick introduced a new Colonel model at \$19.95.

Predictions

Another good year is expected in 1953 in the shaver industry. In the midst of a rapidly expanding market for shavers, with TV programs continuing into the new year, and all manufacturers reporting a good backlog of orders 1953, they say, should equal 1952, if not surpass it.

When You Make Dough...We Grow!

WELBILT

**GAS RANGES
ELECTRIC RANGES
AIR CONDITIONERS**

**NEW FOR '53
WELBILT
GAS RANGES**

Featuring Deluxe Infra-Red
Rotisserie Super Model
Priced To Create Plus Volume



**NEW FOR '53
WELBILT
ELECTRIC RANGES**

Featuring Deluxe 38 inch
Glamour Cooking Models.
Offering for First Time the
Mass Market Electric Range



FASTER TURNS
Priced for the
Mass Market

**MORE DOUGH
FOR YOU**
Longest profit
margin in the
appliance industry



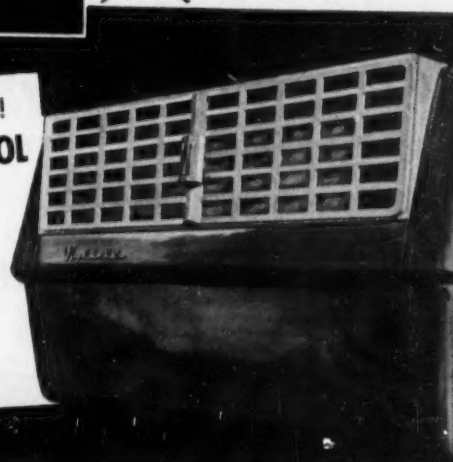
Permanent Display
AMERICAN FURNITURE MART
Space 520 • Chicago

Wire, Write, Phone Your Local Welbilt Representative or Direct to
WELBILT STOVE COMPANY, INC.
MASPETH, LONG ISLAND, NEW YORK



**BIGGEST NEWS YET!
WELBILT ZEPHR-TROL
AUTOMATIC
AIR CONDITIONERS**

For the Longest Profit Margin
in the Industry. Featuring the
Exclusive "Springtime The
Year Round" Temperature
Control — with more extras!



OUTSELL ALL OTHER HOME HEATER DEALERS WITH THE SUPERFLAME "LIVE DEMONSTRATOR"



Only
Superflame

**DEALERS HAVE THIS GREAT
SALES-BUILDING
"LIVE DEMONSTRATOR"**

Dealers who used this new sales-builder in 1952 report Superflame sales increases to 100% over 1951!

It's the most effective oil heater sales tool of all time! Burns anywhere without smoke or odor. No chimney connection required. Use it in the store, on the sidewalk, at Fairs, etc.

Dealers who previously sold only a few heaters annually are now selling Superflame in volume with this demonstrator. Big volume dealers who have sold hundreds of Superflames, year after year, report that "live" demonstration has increased their volume. It's a proven sales builder!

This "Live Demonstrator" is available to all Superflame Franchised Dealers without extra cost! Comes complete with signs, roller base, thermometers, etc. It enables dealers to demonstrate and prove how the amazing Superflame "Fuel-Saver" reduces chimney loss 350 degrees and saves up to ONE-THIRD on fuel! Only Superflame has the "Fuel-Saver".

Superflame
THE MOST
PROFITABLE
OF ALL HOME HEATER
FRANCHISES

**DEALER REPORTS PROVE IT'S A
SENSATIONAL SALES BUILDER!**

**SEE THE GREAT SUPERFLAME LINE
AT THE JANUARY FURNITURE MARKET
BOOTHS 1775-1776-1777 AMERICAN FURNITURE MART**

NO WONDER SUPERFLAME DEALERS SELL HOME HEATERS IN VOLUME!

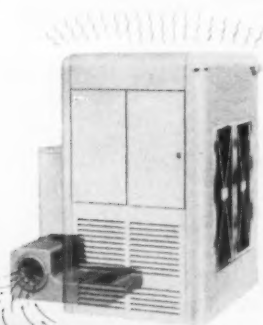
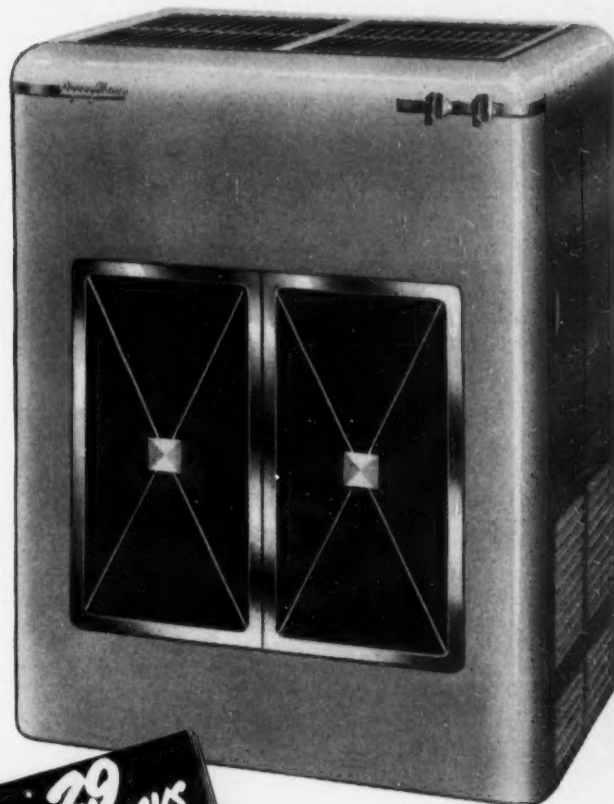
Only **Superflame** OFFERS DEALERS THIS "ALL-OUT" SUPPORT!

AMERICA'S MOST COMPLETE HOME HEATER LINE! A model for every need! Each model a *value leader*.

MORE POWERFUL SALES FEATURES! Such *exclusive* features as the "Triple-Combustion" Burner and the amazing "Fuel-Saver", plus 15 other outstanding advantages that turn "shop-pers" into buyers.

GREATEST PROMOTION SUPPORT! Year after year Superflame powerhouse promotions mean *volume* sales, *easier* sales and *maximum profits* for every Superflame dealer!

MOST LIBERAL CO-OPERATIVE AD PLAN! Gives you all-out advertising help where it does *YOU* the most good . . . in *YOUR* town!



Only **Superflame** HAS *Superfan*

It's the hottest promotion item in the history of home heater selling. Only Superflame dealers can offer this triple-duty blower on a special promotion that clinches a sale *fast*! Superfan fits under heater giving forced air comfort. Saves users up to 25% on fuel. The ideal year-around air circulator. Has dozens of uses. **SAFE!** No dangerous fan blades.



FREE!

The Sales Winning Methods of
America's Most Successful
Home Heater Dealers.
MAIL COUPON TODAY!

Queen **STOVE WORKS, INC.**
ALBERT LEA, MINN.

TO: QUEEN STOVE WORKS, INC. Dept. EM13
ALBERT LEA, MINNESOTA

Without obligation please send "29-Ways" Booklet and name of Superflame Distributor for this area.

Firm Name.....

Address.....

City.....

By..... State.....

Mixers

Portables jump to 355,000 units as mixers set new sales record. Heavy promotions, including use of club plans and door-to-door selling, help boost sales

MIXER sales hit a new high again in 1952 with a total unit volume of 1,730,000 mixers. An interesting trend is indicated in the following breakdown by types:

	Units	Avg. Retail Pr.	Dollars
Standards	1,375,000	\$44.00	\$60,500,000
Portables	355,000	18.95	6,727,250
	1,730,000	\$38.86	67,227,250

While the overall industry total of standard mixer sales compares favorably with 1951 (1,600,000), reports from leaders in the field reflect a widely varied year in mixer production. Some companies report declines of as much as one-third less than their volume for 1951. Others claim 1952 to be the biggest year yet in mixer history.

Materials shortages and cut backs in the first and second quarters caused some manufacturers to stop production entirely in this early period. However, more important was the fact that anticipated retail volume for the last quarter of 1951 failed to materialize, and many manufacturers and distributors found themselves unexpectedly carrying over inventories into the new year. This inventory situation wasn't entirely confined to the mixer business, however, nor was it nationwide. It was confined primarily to metropolitan areas. (In comparing 1952 with 1951 production we must also remember that production in the first quarter of 1951 was far from normal, with factories operating at full capacity in anticipation of threatened cutbacks.)

By the end of April most distributors and manufacturers had worked off their surpluses, and production started an upward swing. One manufacturer reports May as the biggest month ever experienced in mixer production.

Prices

Average retail prices set by manufacturers for standard mixers didn't vary much from 1951. Price cutting and discount selling, however, continued to flourish at the retail level in metropolitan areas and there was a reluctance on the part of the consumer to purchase any electric appliance at full price. However, with the signing of the new McGuire fair trade act, a new stability was noticed. There was renewed confidence in the trade, and consumers holding out for further price slashing finally resumed buying.

As was predicted in last year's survey, the scramble for the consumer dollar was intense in 1952. Every known selling device was employed. Special deals and premium offers to the dealer; premium and promotional package deals to the consumer; live demonstrations; advertising in national magazines, TV and radio. Club plans and door-to-door selling was experimented with to a greater degree than ever before.

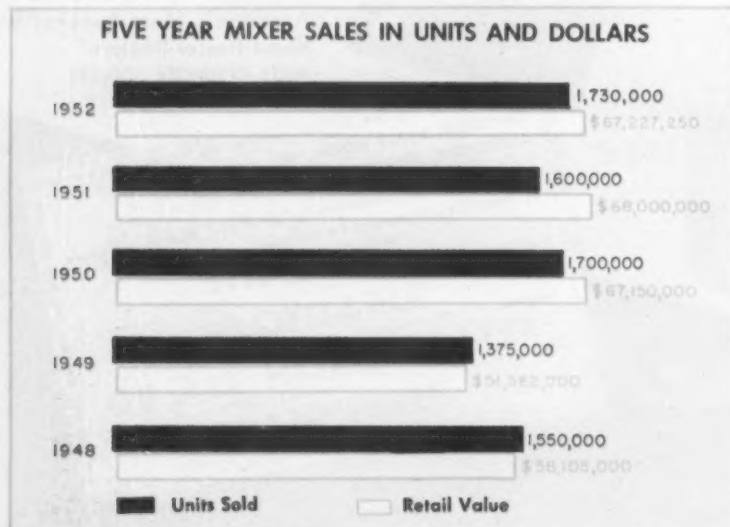
Most fruitful among the many promotions engaged in was a cooperative promotional type advertising used primarily by the credit jewelry trade which offered the consumer a package consisting of a mixer plus such related cooking equipment as



TWO YEARS STATISTICAL SUMMARY

Mixer		1952	1951
1,730,000	Units Sold	1,600,000	
\$38.86	Average Retail Price	\$42.50	
\$67,227,250	Retail Value	\$68,000,000	
(Jan. 1953)		(Jan. 1952)	
12,565,200	Homes Owning	11,431,500	
29,741,400	Homes Without	29,535,500	

FIVE YEAR MIXER SALES IN UNITS AND DOLLARS



Pyrex baking dishes or kitchen tool sets.

Another promotion said to have worked well in 1952 is a live demonstration with lights to demonstrate the beating action in the bowl. A special batter provided with this demonstration required no attention on the part of the dealer. It dramatizes the way batter flows in the bowl.

Portable Mixers

Portable mixers have shown a slow but steady growth in public acceptance since 1948, as follows:

1948	20,000 units
1949	150,000
1950	145,000
1951	125,000
	400,000 units

Sales for 1952 alone (355,000 units) almost equal the combined to-

tal for the past four years. Although standard mixer makers are reluctant to admit it, portables have captured popular fancy and have cut into standard mixer volume in 1952.

Changes in living habits caused by the war, such as housing shortages and the high cost of living have forced many young marrieds, many with working wives, into living quarters with little space for cooking, no room for a standard size mixer, and no place to store it. (See *Cubbyhole Cooking* EM, Feb. '49). For this group, who are customers for ready mixes and every other homemaking shortcut, the portable fulfills a genuine need.

According to one portable mixer manufacturer, better than 75 percent of the 1952 volume has gone into homes where standard mixers already exist. They are light in weight, can be moved from stove to preparation table (Continued on page 236)



YOU ASKED FOR IT!

... and it's wanted in millions of apartments
and homes with casement windows!

Hunter Casement Fan

Fits all standard casement
windows—with or without screens.

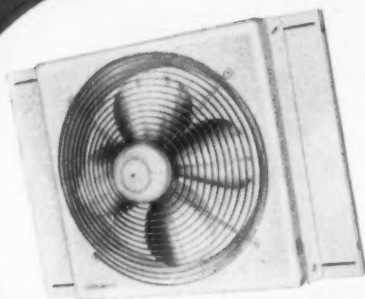
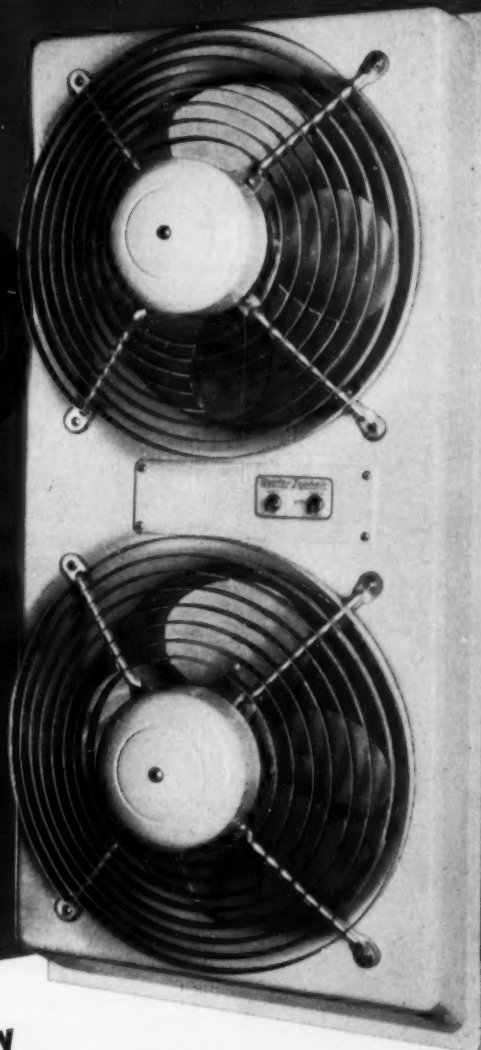
Electrically reversible - 2 speeds

Beautiful modern design

Patented air-directing guard

Guaranteed 5 years

A BIG
VALUE AT
\$79⁹⁵
(Retail Price)



Also place your order early
for Hunter 18" and 22" Window Fans

A complete sell-out 3 years in a row
The most wanted window fans in America



Contact your Hunter distributor or
HUNTER FAN AND VENTILATING CO., 398 S. Front St., Memphis 1, Tenn.
Write for Hunter 1953 Catalog

FOR FULL PROFIT...
SELL THE CROSELEY
FULL LINE!

*Here's why your customers will
be setting their hearts on the*



"Hello! I'm Margaret Lindsay, I'll be helping you sell by demonstrating '53 Crosley Shelvador Refrigerators and other Crosley products to your customers on that top TV show, 'What's My Name?'. See your local paper for time and station."

*It's a money-maker for you
BECAUSE
IT'S A TIMESAVER
IT'S A WORKSAVER
IT'S A WIFESAVER
for your customers!*

Here's the Shelvador
Model CAE-11 for '53!

NEW '53 CROSLEY SHELVADOR®

WATCH FOR
"Crosley Pink"
IN '53!
It's the color
that'll build
your sales!

For '53, seven beautifully styled single-door models — plus two breathtaking twin-door models at the top of the line.

And in every model, famous Crosley recessed shelves-in-the-door.

PushButton Automatic Defrosting even in moderately priced models—Completely Automatic Defrosting at the top of the line.

A huge, across-the-top freezer locker is built right into every model for '53.

Removable shelves provide flexible interiors for all '53 Shelvadors.

The three top models have handy meat holders . . . the rest have *extra* frozen-storage drawers.

Seven models have a ButterSafe, the Butter-Safe in the "11" and each of the "Twins" is adjustable and removable.

Sealed crispers in all models but one.

Seven models have Color Styling—Custom Models in beautiful "SOFT-GLO," Standard Models in striking "SEA-MIST."

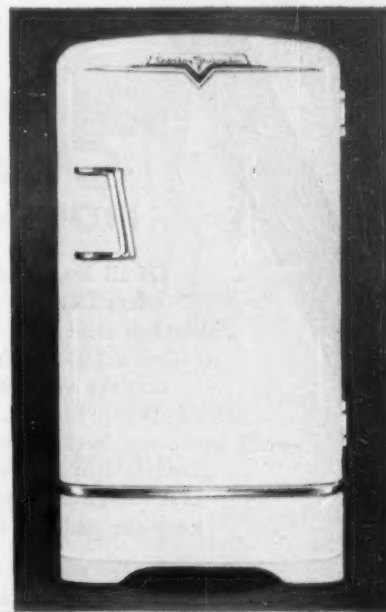


THE PROOF IS "IN THE BAG"!

You probably know that Crosley pioneered the idea of shelves-in-the-door. And you'd expect that Crosley shelves-in-the-door would still be the *best of all*. You're right...and the "shopping bag" test proves it! The big, deep shelves recessed in the doors of models like the one illustrated, actually hold enough groceries to fill *three* 20-pound bags—twice as much as most other leading makes. (See comparison at left.)

EXCITING NEW AUTOMATIC DEFROSTING FOR '53!

At the top of the line there's Completely Automatic Defrosting! Every 24 hours a built-in clock turns on the fast, efficient defrosting system. Water drains into a pan over the compressor and evaporates! And, many '53 Shelvador models have PushButton Automatic Defrosting at prices people used to pay for *old-fashioned* refrigerators without defrosting systems! A touch of the button starts the process! When defrosting is over, the refrigerator switches itself on again!



MAKE THE MOST—SELL THE MOST—STOCK THE FULL CROSLEY LINE

If you're not a Crosley Dealer now, write Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio, or phone your nearest Crosley Distributor for full information!

CROSLEY

BETTER PRODUCTS FOR HAPPIER LIVING

SHELVADOR® REFRIGERATORS • SHELVADOR® FREEZERS • ELECTRIC RANGES • RANGE AND REFRIGERATOR PANTRIES • AUTOMATIC DISHWASHERS • SINKS • ELECTRIC FOOD WASTE DISPOSERS • STEEL WALL CABINETS • STEEL BASE CABINETS • VINYL-ON-STEEL CONTINUOUS COUNTER TOPS • HANDY ACCESSORIES • AUTOMATIC TELEVISION • KITCHEN RADIOS • ROOM AIR CONDITIONERS

Remember...if it doesn't have a DOUBLE TOP—it's not a **MET·L·TOP**

THE Original ALL-METAL IRONING TABLE



DOUBLE TOP ASSURES *Smoother* IRONING SURFACE

Of all ironing tables, only MET-L-TOP offers DOUBLE TOP construction—two sheets of steel eyeleted and pressed together to form a 100% reinforced top. This means that the ventilated working surface of a MET-L-TOP will remain smooth, flat and level—will never sag, buckle, bend nor dip. The hollow channels also help to retain heat. This, plus heat reflection from the smooth, white top, keep the pad dry for faster, easier ironing.

Remember that all three MET-L-TOP models—C-680, A-606, P-600—have the exclusive DOUBLE TOP feature!



GEUDER, PAESCHKE & FREY CO.

1415 W. St. Paul Ave. Milwaukee 1, Wisconsin

Be sure to see us at
BOOTHS 392-394
NATIONAL HOUSEWARES SHOW
January 15-22

As advertised in
The Saturday Evening
POST
...and America's
outstanding
women's, home
and farm publi-
cations.



Mixers

CONTINUED FROM 232

and hung on the wall. The beaters can be washed in a jiffy and there are no extra bowls to contend with.

Another factor in the rise of the portable mixer is its price. More than half the mixer sales are for gifts. Wedding presents account for a good portion of this gift business. The average price paid for a wedding present is estimated from \$15 to \$25. And a portable at about \$19 retail fits much more comfortably into this category.

New Products

There were no changes or innovations in standard mixers during 1952. Two manufacturers added portables (Waring and G-E.). Sunbeam is said to have one on test. And Dornmeyer and Gilbert introduced improved models at the July Housewares Show. At the same time Hamilton Beach brought out a household type drink mixer similar to their commercial-type drink mixer.

The Market

It is estimated that approximately 25 percent of the total mixer sales for 1952 went as replacements. (Some makers say from 50 to 75 percent of the portables were sold as auxiliary mixers in homes already having standard models.)

As of January 1953, total mixer ownership is estimated at 12,665,200, or approximately 30 percent of our wired homes. This leaves a market of almost 30-million homes that are prospects for one or both types of mixers.

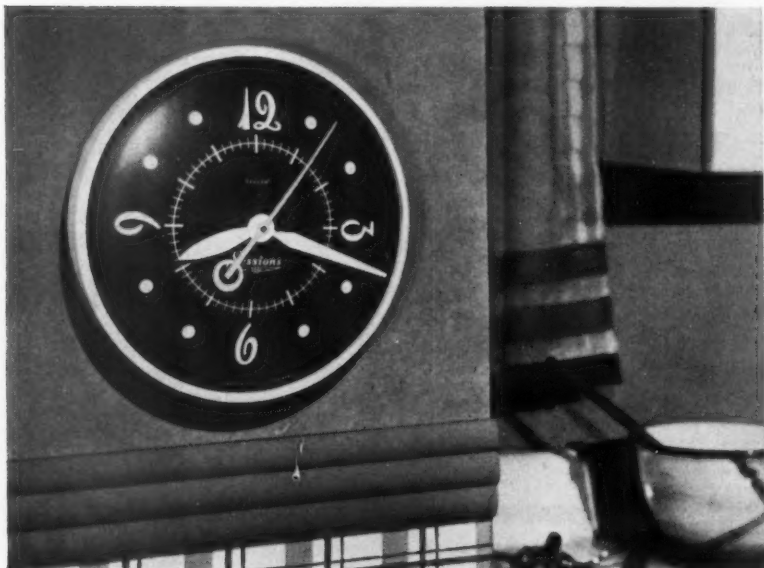
Mixers move through normal retail channels: electrical specialty dealers, department stores and credit jewelry stores. Jewelry outlets have shown a steady growth in volume in the past several years, whereas hardware outlets continue to diminish in volume.

The general consensus is that the first six months of 1953 will be good. Said one manufacturer: "If critical materials are released, 1953 should be a good mixer year despite a lower eligible marriage crop, because birth-rates were down in the depression 30's." End



"I TOLD YOU ALL ALONG THIS WASN'T A TREASURE MAP!"

Another sure winner joins America's Leading Line of Kitchen Clocks

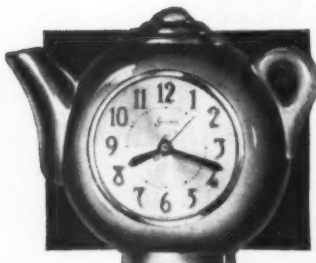


A beauty spot on any wall!

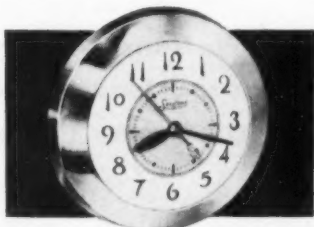
Warmly colorful polystyrene clock in choice of 4 Decorator Colors—yellow, red, white, blue-green—with smartly stylized numerals. A self-starter in clock-action . . . and in sales action!

America's Favorites—these

Sessions
KITCHEN CLOCKS



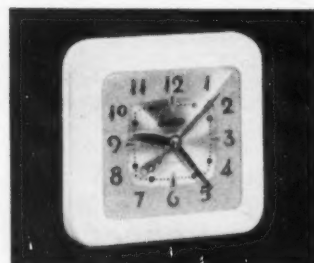
← "Teapot"—all time favorite and best-seller. 4" silver color metal dial, raised black numerals with gold trim and black hands. Choice of red, yellow, ivory, green, blue, or white plastic case. Retail \$4.95*



"Elegance"—streamlined chrome colored metal case. 5 1/2" metal dial. Frosted aluminum center field. Numeral band in a choice of colors, contrasting numerals and hands. Retail \$5.95*



← "Pierre" French Chef—favored by lovers of the unusual. White plastic case, 5" silver metal dial, black numerals and hands. Retail \$4.95*



"Beauty"—tailored to add luster and sparkle to a kitchen. 5 1/2" metal dial, frosted aluminum center field. Choice of black, red, blue, green, or yellow dial numeral band, contrasting raised numerals, hour and minute hands. Retail \$4.95*

*Plus applicable taxes. Manufacturer's suggested retail or Fair-Trade price.

Sessions
SAUCER

*Lowest priced
quality kitchen clock
in America...*

Fair traded at **\$3⁹⁵***

THE SESSIONS CLOCK COMPANY, Forestville, Connecticut
In Chicago: Merchandise Mart Plaza In San Francisco: Western Merchandise Mart



**Wanna make enough money
to choke a horse?**

Find out about the
biggest promotion in
Sessions 120 year history.

Visit the
Sessions booth 840-842
Housewares Show
Navy Pier, Chicago

January 15-22, 1953

NEW EUREKA

brings quick sales in big

to dealers everywhere!

Here's how...

Already! In just a few months this amazing new EUREKA at \$69.95 has proved it entirely eliminates:

- ① CUSTOMER PRICE RESISTANCE
- ② NEED FOR COSTLY PREMIUM OFFERS
- ③ NEED FOR DISCOUNTS TO CUSTOMERS
- ④ NEED FOR EXTRAVAGANT TRADE-IN ALLOWANCES
- ⑤ NEED FOR SUPER-SALESMANSHIP

Tremendous National Advertising in gorgeous color has poured tens of thousands of Eureka "Roto-Matic" sales into dealers' stores!

Probably never before has tremendous national advertising in striking color given dealers such a flood of interested prospects and easy, quick store sales as on the sensational new Eureka "Roto-Matic" at the unheard of low price of \$69.95.

For over 40 years the world-famous name of EUREKA on a vacuum cleaner has been a standard for quality and cleaning performance. So when EUREKA introduced the sensational new "Roto-Matic" at \$69.95—\$20 to \$30 less than comparable cleaners

—in beautiful single and double-page ads in color, it was only natural that dealers everywhere immediately felt the tremendous impact of this amazing cleaner on the millions of readers of the great national magazines.

In 1953, Eureka "Roto-Matic" advertising in color in the leading national magazines will be 2½ times what it was in 1952. Eureka dealers are sure to profit from this tremendous advertising — it is certain to make their own local advertising many times more effective.

See you at the market! SPACE 1786-87

JAN. 5-16, 1953—FURNITURE MART, CHICAGO



Roto-Matic at \$69⁹⁵

SWIVEL-TOP CLEANER

volume at full profit

**\$20 to \$30 less than
comparable cleaners—but
at full profit to you!**

EUREKA
Roto-Matic Swivel Top Cleaner

- Engineering genius developed it! Its price is a mass production miracle! A gorgeous, full-size, super-powered swivel-top cleaner... with exclusive features... complete with deluxe *Attach-O-Matic* clip-on cleaning tools. The sensational low price of \$69.95 eliminates need for costly premiums and excessive trade-in allowances. It sells on sight—sells quick... without customer price resistance and need for super-salesmanship. Dealers make *full profit* on most sales.

**Sells quick without trade-ins for
above-floor cleaning in homes
with good upright cleaners**

- Dealers report a surprising number of Eureka "Roto-Matic" sales in homes where good upright cleaners are continued in use on rugs and carpets. The "Roto-Matic" becomes the second cleaner for above-floor cleaning and the sales are made without trade-ins, at full profit to the dealers. At the low price of \$69.95 the "Roto-Matic" is quickly purchased for the purpose of replacing the attachments of upright cleaners. This procedure gives Eureka dealers great opportunity for increased sales and profits.



**ROTO-MATIC
EASY ACTION
SWIVEL-TOP**—
you can clean an
entire room of av-
erage size without
moving or turn-
ing the cleaner!

**EXCLUSIVE AT-
TACH-O-MATIC
CLIP-ON TOOLS**—
always handy.
Easy to use, easy
to store. No floppy
bag or bulky box
to lug around!

**EXCLUSIVE
EUREKA NO. 60
RUG NOZZLE**
with full floating
brush... gets dog
hair, lint, thread
fast. Glides easi-
ly on all rug naps.

**NO DUST BAG
TO EMPTY.** When
full, remove large
paper bag, throw
it away, insert
new bag—just a
few times a year.



Phone, wire or write
Eureka Division
Eureka Williams Corporation
Bloomington, Illinois

Imagine! Only...
\$69⁹⁵
Complete with deluxe tools

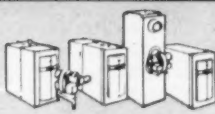


Eureka Division

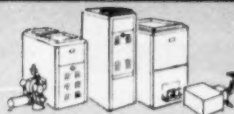
Eureka Williams

Corporation
Bloomington, Illinois

Better Products. Better Made... *for better living!*



OIL-O-MATIC
Home Heating



GAS-O-MATIC
Home Heating



EUREKA
Vacuum Cleaners



DISPOS-O-MATIC
Waste Food Disposer

Electric Clocks

Retail and manufacturers clock sales slump during year, with some sources predicting better things to come in '53. Best sellers continue to be tagged at from \$4 to \$6.

THE electric clock followed the same decline in sales as was registered by so many other appliances in 1952. Trade estimates indicate that total national sales for the year amounted to 6,700,000 units bearing a retail dollar value of \$48,575,000. These totals represented a sales decrease in units of 10.7 percent, and dollarwise, 6.8 percent from 1951.

Factors Behind the Decline

Most manufacturers were in agreement on the reasons behind slumping sales. That reason was the continuing influence which was still being exerted early in 1952 by the Korean War. Spurred on by threats of metal shortages, production cutbacks, and other bogies, many a distributor had stocked electric clocks at a more than average rate during 1951. The average dealer meantime had decided that this period of want for both manufacturer and retailer was not to be, and during this same period his inventory had not shown a measurable increase. By mid-1951 the distributor had begun to see the error of his ways, and a drastic period of inventory reduction became the order of the day. This reduction, communicating itself slowly to factory levels made inroads in the sales of manufacturers during the first six months of 1952, and explains in great part the general decline throughout the industry.

Traditionally, the fall months of the

year bring the greatest sales peaks both at the manufacturer and the retail level. 1952 was no exception to this rule and it was during this period that a more normal sales pattern once again began to make itself felt. One manufacturer believes that at least 58 percent of distributor sales are registered annually during the last six months of the year, with 47 percent of this amount occurring during September, October, November and December, alone. By comparison retail trends in electric clock sales came within degrees of almost identically paralleling this pattern, with 56 percent of sales being made during the last six months of the year. During other periods of the year sales were of relatively slight importance, except for a short spurt of activity during January and February, at which time many retailers found that consumer sales appetite could be whetted by price promotions, and other after Christmas activities.

Types of Outlet

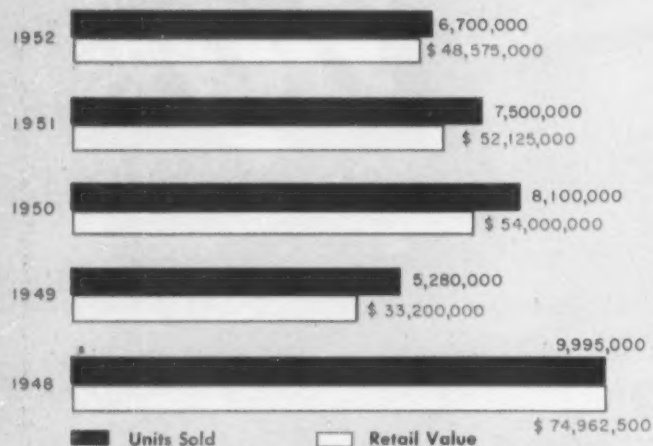
The electric clock finds its greatest outlet in the retail sales of the electrical appliance dealer, with one manufacturer advising that in his opinion the electrical appliance dealer, the jewelry store and the department store constitute the big three in point of steady sales. To these, another manufacturer added the hardware and drug store, and the claim that through these five basic types of outlet almost 85 per-



TWO YEARS STATISTICAL SUMMARY

1952	Clocks	1951
6,700,000	Units Sold	7,500,000
\$7.25	Average Retail Price	\$6.95
\$48,575,000	Retail Value	\$52,125,000
(Jan. 1953)		(Jan. 1952)
34,248,500	Homes Owning	32,292,500
8,058,100	Homes Without	8,674,500

FIVE YEAR CLOCK SALES IN UNITS AND DOLLARS



cent of the electric clock business had been channeled in the course of the sales year. For a closer indication of the importance played by these five types of retail clock outlet, the latest survey by *This Week* magazine, showing sales by type of wholesale outlet by the five industry leaders is of interest. Sales were broken down for the year 1951 as follows:

1951 Clock Sales in Percentages

(Manufacturer to Wholesaler)

Electrical	42.7	Automotive	2.6
Hardware	11.0	Drug Wholesalers	6.5
Jewelry	15.8	Drug Chains	1.2
House to House	0.1	Tea & Coffee	2.0
Club Plan	1.0	Premium	3.7
Mail Order	5.2	Miscellaneous	8.2

At least one manufacturer believes that the relative position of the drug, hardware and variety chain will continue to show strength, and will gradually consume a much greater portion of the annual sales pie during the

coming years. No serious competition would appear to be on hand, however, which will in the foreseeable future cut into the commanding lead which has been achieved by the electrical outlet.

Sales By Regions

Geographically the greatest sales potential for the electric clock exists in highly urbanized areas. One manufacturer reports that of his sales, 24.7 percent occur in the northeastern seaboard states. The balance of sales were distributed nationally according to the following pattern:

Regional Sales in Percentages

Northeastern	24.7	North Central	13.9
Atlantic	13.6	Central	9.4
Southeastern	6.8	Southwestern	7.2
Great Lakes	12.0	Pacific	12.4

Still another manufacturer believes that when full year-end results are totalled it will be found that clock sales along the Atlantic seaboard and

(Continued on page 242)

When weather picks
your fan prospects...

BE SURE YOU'VE GOT

FASCO

Don't be caught short when hot, humid weather again finds your fan prospects. Sell the all-new Fasco line . . . better than ever with pace-setting features unequalled in the industry. Smooth, permanent performance . . . up-to-the-minute styling . . . sure, quiet power your customers want. Stock the fast-selling Fasco line now. There's the popular 10 and 12-inch standard models that are tops in value. And, remember the exclusive Fasco five-year guarantee on deluxe models . . . your assurance that Fasco still leads the field in quality and matchless dependability.

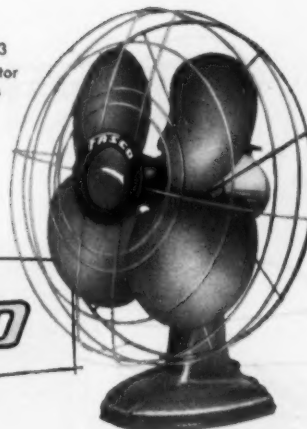


Write today
for your
FREE
FAN DISPLAYS

Eye appealing heavy-duty cards in bright golden yellow and blue-green. Both are equally attractive on store floor, counter, or as a window display. Easel-backed oscillating fan display is designed to accent 10", 12", or 16" fans. Colorful ribbon on floor fan display shows air flow. And the punch line—"Guaranteed for 5 Years"—fairly screams for attention.

Write today for new catalog sheets and price lists!

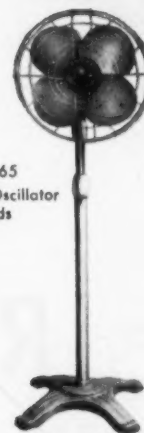
Model 163
16" Oscillator
3 Speeds



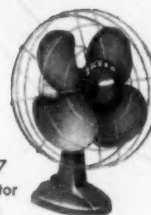
Model 56
12" Floor Fan
3 Speeds



Model 165
16" Pedestal Oscillator
3 Speeds



Model 127
12" Oscillator
3 Speeds



STOCK UP NOW . . . SELL THE FAN LINE THAT HAS EVERYTHING

- **New 5-Year Guarantee**
Unconditional guarantee against defects on all models illustrated.
- **New Improved Motor Efficiencies**
Absolutely no radio, TV interference.
- **Oscillating Mechanisms Totally Enclosed**
All gears and works permanently protected.
- **New Modern Styling in Cool Blue-Grey Finish**
Improved guard and distinctive plastic nameplate.
- **All Aluminum Blades**
Design and pitch balanced to motor out-put for maximum air delivery.
- **Priced Lower Than Competing Models**
Yet better profit margins for you.
- **Complete Range of Models**
Customer satisfaction guaranteed.

SEE THESE AND ALL FASCO PRODUCTS
AT THE HOUSEWARES SHOW • BOOTHS 229-231



INDUSTRIES, INC.

1413 AUGUSTA STREET

ROCHESTER 2, NEW YORK

KISCO TOPS THEM ALL



With This
NEWEST
Addition to the



LINE
FOR
1953

It's the New

REGAL-AIRE JR.

CIRCULAIR
The "Successor to the Fan"

**THERE'S NOTHING LIKE IT ON THE
MARKET TODAY... ABSOLUTELY NOTHING!**

**IT'S THE CIRCULATOR
THE ENTIRE INDUSTRY HAS
BEEN WAITING FOR**

You'll go to town with this NEW unit because you'll have no competition. The Regal-Aire Jr. has everything... it's big, powerful, safe, quiet... it's all steel, and beautifully finished in new two-tone decorator colors. And best of all it's priced way down to give you a whale of a selling advantage. Get on the band wagon with Kisco and "Let's Go to Town!"

IT'S GUARANTEED FOR 5 YEARS

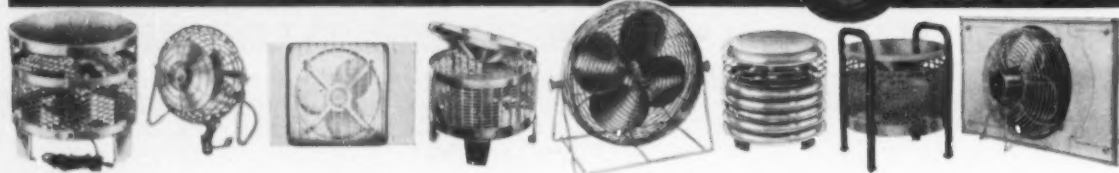
**AND IT'S BACKED UP WITH PLENTY OF HARD-
HITTING PROMOTIONAL AIDS AND DEALER HELPS**

KISCO COMPANY inc.

2400-40 DeKALB STREET - ST. LOUIS 4, MO.

KISCO... THE HOTTEST LINE FOR COOL COMFORT AND

COOL PROFIT



The "Kisco Kid"
Says: "It's Gonna
Be Love at First
Sight When You
See 'Junior' "



Electric Clocks

CONTINUED FROM PAGE 240

in the Southwest will have done very well indeed if they are able to show the same sales strength they did in 1951. The West Coast, in his opinion, will continue to show higher sales reflecting the generally recognized increase in population and the sound economic condition of the area.

How Prices Break

Probably 80 percent of all sales of electric clocks is done in those models which are retailed at under \$10.00, exclusive of federal tax. Narrowing this price range down, an estimated 65 percent of these are composed of those clocks which carried a price tag of from \$4.95 to \$6.95. While sales patterns in clocks were for the most part directed towards less expensive models, most manufacturers could point to clocks other than the kitchen and alarm variety. Thus a buyer with a large amount of money, and an equally large hall, could find a faithful reproduction of a grandfather's clock, complete with Westminster chimes for just under \$600. Buyers could also avail themselves of fine reproductions of early mantel clocks or those of modern styling at prices ranging from \$20 to \$40.

The Year Ahead

Those manufacturers who responded to requests for information on their own activities were unanimous in their predictions of an increased volume of sales during 1953 with little indication of any disturbing factors. One source went so far as to predict probable sales of 7,500,000 units with a sales value of \$52,000,000 a unit increase of 11.9 percent, and 7.1 percent, dollarwise, over sales for the past year. Generally speaking the distributor will start the year with inventories reflecting little or no overstocking, nor should predicted slight recessions during the last half of the year reflect adversely on purchases. As one correspondent advised, "It is not expected that a slight recession should affect demand for the electric clock. Forecasts of disposable income are at high levels, which would indicate a more than satisfactory 1953 demand for this type of low-cost traffic item."

End



"WELL, DONT JUST STAND THERE! REPAIR MY
ELECTRIC BLANKET."

Here's the midwinter pick-me-up you need

The image shows a hand holding a vintage Zenith radio receiver. The radio is black with a prominent speaker grille in the center, flanked by two circular knobs. The left knob has frequency markings (55, 60, 70, 90, 120) and the right knob is labeled 'VOLUME'. The hand is holding the radio over a newspaper clipping from the 'EVENING' edition, dated '1952 NOV 14 PM 3 57'. The clipping contains an advertisement for Zenith Radio Corp. with the following text:

WUX CHICAGO ILL 14 325P=
15 EAST GRAND AVE=
COORDINATED ADVERTISING AND MERCHANDISING PUSH BEHIND THE
SENSATIONAL NEW ZENITH CREST -- THE MIGHTIEST HANDFUL OF
RADIO MADE TODAY. GET THE DETAILS FROM YOUR ZENITH
DISTRIBUTOR BEFORE FULL PAGE COLOR ADS BREAK IN THE
SATURDAY EVENING POST FEBRUARY 7 AND LOOK FEBRUARY 10=
ZENITH RADIO CORP=
:24 27=
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Below the newspaper clipping, the Zenith logo is displayed, featuring a stylized 'Z' with a crown on top. To the right of the logo is the text 'RADIO®'. Below the logo, the text reads 'The royalty of television and RADIO®'. To the right of this, the text reads 'ZENITH RADIO CORPORATION, Chicago 39, Illinois'.

APPLIANCE MARKETS by REGIONS

Regional reports from 208 utilities show that only air conditioners, automatic washers and dryers made gains during 1952, but that dealer mortality was relatively slight. Companies predict little increase in utility appliance merchandising for year 1953

ON the following pages, ELECTRICAL MERCHANDISING presents in tabular form the results of its ninth annual survey of appliance, radio and television sales; the degree of saturation, or "public acceptance" of various products; and the merchandising policies of a majority of the nation's utility companies.

In this 1952 survey, 208 utility companies, serving 33,440,152 residential and rural customers (79 percent of the 42,306,598 total of such customers now being served) report the number of customers on their lines; annual kw.-hr. consumption per domestic meter; the estimated unit sales of appliances in their respective areas; the number of dealers serving their territories and their own merchandising plans. The data are broken down into reports covering the nine major geographical regions of the country, while the table shown on the opposite page is a condensed national summary of the nine regional reports.

In the national summary table opposite, unit sales of appliances by regions have been reduced to sales per 1,000 customers served by the power company serving the region. Actual sales of major appliances, radio and television in units for each utility and region are shown in the tables upon the succeeding pages.

Sales in 1952

Refrigerators. A total of 148 companies reported an average of 84 refrigerator sales per 1,000 customers—down 7.7 percent from the 91 figure of a year ago. Only areas to show a gain were New England, the South Atlantic and West South Central regions. Projected nationally, 84 sales per 1,000 customers would mean a total of 3,553,754 refrigerators.

Electric Ranges. A total of 168 companies provided figures on range sales which showed sales of 24 per 1,000 customers, compared to 31 in 1951—a drop of 22.6 percent. The decline was general throughout the reporting areas with the two exceptions of the South Atlantic and East South Central regions. Projected nationally, 24 ranges per 1,000 customers would mean 1,015,358 units sold.

Water Heaters. A total of 165 customers provided data on water heater sales and the figure showed sales of 16 units per 1,000 customers—a drop of

5.9 percent from the 17 units per 1,000 registered in 1951. As in the case of ranges, the decline was uniform except for New England and the East South Central group where slight gains were made. Projected nationally, 676,906 water heaters.

Home Freezers. Home freezer sales, stimulated by food plans in some sections, were reported on by 144 power companies. They reported 18 sales per 1,000 customers, compared to 17 the year previous—a decline of 5.9 percent. The impact of the food plan is evident in the Pacific coast area where sales jumped from 20 to 28 per 1,000 customers and in the Mountain states where they increased from 25 to 31 per 1,000. The midwest also showed an increase. Projected nationally, 18 sales per 1,000 customers would yield 761,519 sales.

Room Air Conditioners. Although reports were received from only 104 companies, this newest sensation of the summer selling season showed 12 unit sales per 1,000 customers, an increase of 33.3 percent over 1951's record of 9 sales per 1,000. Even better results might have been made if supplies of merchandise had been adequate. All regions except the Middle Atlantic and the Pacific states showed increases. The two mentioned did less than half the business of the preceding year. Nationally, sales of 12 room coolers per 1,000 customers should yield 507,679

total. However, Consolidated Edison of New York last year reported 36,000 units sold and this year gave no figure.

Washers—Automatic. A total of 137 utilities provided figures on automatic washers. They showed sales of 36 per 1,000 customers, compared to 34 the year before, an increase of 5.9 percent. All regions contributed to the gain with the exception of the East and West North Central areas. Projected nationally, the figure should be 1,523,038 units.

Washers—Conventional. On wringers and spinners, 129 companies supplied data. They showed 38 sales per 1,000 customers, a 13.6 percent loss over the 44 per 1,000 of the year previous. All areas shared in the decline except the South Atlantic states which showed a healthy increase. Projected for the country, conventional washers would hit 1,607,651 units.

Ironers. Of the 128 companies reporting ironer sales, the figures show 6 units sold per 1,000 customers, compared to 8 the previous year, a 25 percent drop. All areas were affected. Projected, ironer sales nationally would be 253,840.

Clothes Dryers. A total of 148 utilities gave dryer data which showed 9 unit sales per 1,000 customers—up 12.5 percent from the 8 figure registered the year previous. Only the West North Central region showed a decline. Pro-

jected nationally, the dryer total would reach 380,759 units.

Vacuum Cleaners. Only 99 utilities were able to give sales data on cleaners. They showed sales of 32 units per 1,000 customers, compared to 40 units in 1951—a drop of 20 percent. Only two areas showed gains—the South Atlantic and Mountain states. Projected nationally would give 1,353,811 cleaners.

Dishwashers. With 126 companies reporting, dishwashers showed sales of 5 units per 1,000 customers—same as last year. Projected nationally, 211,533 units.

Food Waste Disposers. Same story as dishwashers.

Radio. Radio set sales for the home, as reported by 85 utilities, showed 86 sales per 1,000 customers, a drop of 11.3 percent over the 97 sales per 1,000 of the year before. Projected nationally, the figure would be 3,638,367 sets.

Television. Only 98 companies provided television sales data for their areas. It showed 127 sets sold per 1,000 customers, down 14 percent from the figure of 148 sets per 1,000 of a year ago. Only three of the nine major regions showed gains—New England, West North Central and West South Central. Projected for the country, the 127-per-1,000 figure would give 5,372,938 sets sold.

Other Summaries

Of the 192 companies estimating the number of dealers serving their individual territories, the combined estimate would show a total of 77,400 dealers. A year ago, 181 companies estimated a total of 67,110. To get a more accurate picture of any change involved, we compared only those companies reporting both years. These companies totalling 167 said the 1952 figure was 63,795, compared to 63,208 in 1951—in other words, little change was registered over last year.

Merchandising Plans

Little change was evident, also, in the plans of the various utilities to engage in direct merchandising activity. For 1953, 91 companies, or 44 percent, indicated they will merchandise; 117 companies, or 56 percent do not have plans for selling appliances.

NUMBER OF DEALERS 1952 (Figures from 167 Co's.)				UTILITY MERCHANDISING (Plans for 1953)		
No. Cos.	Dec. 1951	Dec. 1952	% Change		Will	Not
15 New England	3,319	3,166	-4.61	New England	16	2
18 Middle Atlantic	11,252	11,119	-1.18	Middle Atlantic	11	11
26 East North Central	15,750	15,543	-1.31	East North Central	18	13
18 West North Central	5,656	5,830	+3.08	West North Central	18	8
18 South Atlantic	9,530	9,778	+2.60	South Atlantic	10	10
13 East South Central	3,738	3,813	+2.01	East South Central	3	10
13 West South Central	5,405	5,570	+3.05	West South Central	5	14
21 Mountain	1,812	1,820	+ .44	Mountain	7	24
25 Pacific	6,606	7,224	+9.36	Pacific	3	25
167 Total	63,208	63,795	+ .93	Total	91	117
					(44.0)	(56.0)

Electrical Appliance Market Data—NATIONAL SUMMARY

STATE	NUMBER REPORTING UTILITIES	ESTIMATED CUSTOMERS (Domestic & Rural) Dec. 31, 1952	ESTIMATED UNIT SALES OF APPLIANCES IN 1952 PER 1,000 CUSTOMERS														NUMBER OF DEALERS SERVING TERRITORY	REPORTING UTILITIES PLANS ON MERCHANDISING IN 1953	
			Refrigerators	Electric Ranges	Electric Water Heaters	Home Freezers	Room Conditioners	Auto. Washer	Conv. Washer	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Units	Radio Sets	Television Sets		Will	Will Not
Maine.....	2	188,200	51	20	16	3	..	12	24	2	2	11	1	1	32	..	405	2	..
New Hampshire.....	2	126,200	40	17	19	5	1	17	18	1	3	6	3	1	233	2	..
Vermont.....	1	47,500	200	1	..
Massachusetts.....	8	1,249,295	68	24	8	4	8	30	21	2	4	20	3	2	61	180	1,860	7	1
Rhode Island.....	(No Figures Received from Utilities Queried in this State)									
Connecticut.....	5	568,037	57	27	19	8	4	44	21	9	8	34	8	1	58	182	943	4	1
New England.....	18	2,179,232	62	24	13	5	7	32	21	4	5	22	4	3	61	180	3,641	16	2
New York.....	9	4,193,170	63	23	10	8	3	21	20	3	7	22	4	2	77	140	7,573	4	5
New Jersey.....	4	1,440,231	88	35	33	21	..	39	42	6	6	24	5	111	2,820	2	2
Pennsylvania.....	9	2,529,090	92	31	18	17	5	28	61	9	15	38	5	3	90	134	7,777	5	4
Middle Atlantic.....	22	8,162,491	82	28	16	14	4	26	24	6	12	28	5	3	82	135	18,170	11	11
Ohio.....	9	2,136,015	82	21	15	17	5	36	44	8	22	49	4	6	70	146	4,545	4	5
Indiana.....	7	830,816	55	35	28	13	7	18	48	3	22	24	4	8	107	9	2,117	4	3
Illinois.....	5	2,069,414	74	10	6	16	8	26	44	6	7	45	3	3	56	127	3,339	3	2
Michigan.....	6	1,638,807	72	22	13	16	3	30	38	13	13	108	5	11	28	152	3,379	3	3
Wisconsin.....	4	647,657	42	28	24	15	2	17	15	4	10	69	6	6	2,198	4	..
East North Central.....	31	7,322,709	71	23	14	16	5	28	39	8	14	49	4	6	54	138	15,578	18	13
Minnesota.....	4	640,548	77	19	16	19	1	25	40	10	11	21	3	2	36	42	742	3	1
Iowa.....	5	377,619	67	23	19	26	3	15	25	7	14	28	3	1	67	66	1,393	4	1
Missouri.....	7	793,366	81	24	10	14	16	24	31	10	8	34	6	8	238	209	2,233	5	2
North Dakota.....	1	37,840	50	61	46	85	..	16	11	21	40	66	16	5	42	-1	512	..	1
South Dakota.....	2	44,450	74	53	39	20	5	18	17	9	24	19	4	4	35	..	475	2	..
Nebraska.....	3	165,470	77	36	13	23	11	36	57	..	17	..	4	4	73	171	150	2	1
Kansas.....	4	325,400	80	29	4	17	19	37	28	9	7	46	6	6	..	8	933	2	2
West North Central.....	26	2,384,693	77	24	14	19	9	24	33	10	11	29	3	4	97	122	6,438	18	8
Delaware.....	1	62,000	48	16	10	8	16	48	32	8	8	48	5	2	32	81	100	1	..
Maryland.....	3	565,670	58	28	16	6	9	12	21	2	4	40	3	3	51	154	487	3	..
District of Columbia.....	1	255,089	94	20	4	20	17	48	25	8	12	56	11	16	203	268	200	..	1
Virginia.....	2	894,000	80	49	26	24	10	24	16	3	5	10	4	3	50	60	3,050	..	2
West Virginia.....	2	210,675	84	23	5	23	2	24	87	2	6	83	4	5	54	20	490	2	..
North Carolina.....	2	770,870	79	47	56	14	1	24	87	3	2	..	3	37	2,900	1	1
South Carolina.....	1	124,000	121	40	15	14	16	31	46	1	2	40	1	1	16	20	253	..	1
Georgia.....	3	506,325	139	70	20	24	17	65	94	4	7	34	5	2	156	21	2,030	2	1
Florida.....	5	675,685	113	53	32	12	26	36	28	3	2	13	4	2	116	90	2,088	1	4
South Atlantic.....	20	4,064,314	92	45	27	16	14	34	45	4	5	32	4	4	84	97	11,598	10	10
Kentucky.....	3	388,271	104	44	19	13	7	15	68	5	5	19	4	3	96	36	1,156	1	2
Tennessee.....	6	353,633	104	54	49	18	36	53	45	8	8	59	14	5	106	165	557	..	6
Alabama.....	2	443,850	114	52	17	19	9	37	62	2	3	25	16	3	127	96	1,400	1	1
Mississippi.....	2	195,280	75	14	3	20	5	17	10	-1	-1	3	1	-1	55	34	700	1	1
East South Central.....	13	1,381,034	106	48	26	17	16	33	56	4	5	32	12	3	108	95	3,813	3	10
Arkansas.....	2	246,647	272	42	12	46	37	51	77	6	6	45	5	5	444	78	1,010	1	1
Louisiana.....	4	489,941	129	6	2	26	38	57	52	4	3	32	7	4	158	197	1,488	1	3
Oklahoma.....	2	417,300	74	10	-1	17	6	7	5	3	1	4	5	6	10	57	1,212	..	2
Texas.....	11	1,632,739	112	16	3	30	39	60	44	6	4	25	6	2	142	121	3,648	3	8
West South Central.....	19	2,786,627	123	16	4	29	33	49	42	5	4	24	6	4	150	114	7,358	5	14
Montana.....	1	106,720	..	37	12	696	..	1
Idaho.....	1	100,000	95	90	75	40	4	40	17	14	17	16	10	6	100	..	600	1	..
Wyoming.....	5	27,905	136	56	13	25	3	31	97	14	15	37	10	5	174	4	85	4	1
Colorado.....	5	254,720	55	20	10	14	2	27	37	5	3	29	4	4	111	22	693	2	3
New Mexico.....	2	60,243	95	30	3	18	91	7	2	..	4	2	111	..	2
Arizona.....	3	167,247	85	10	6	38	24	34	31	3	2	14	5	7	84	64	440	..	3
Utah.....	9	185,970	63	49	29	33	-1	36	40	12	12	60	4	3	95	50	796	..	9
Nevada.....	5	39,951	90	32	20	159	..	5
Mountain.....	31	942,756	80	41	24	31	9	36	36	9	9	39	6	4	99	49	3,580	7	24
Washington.....	5	503,890	86	69	42	24	-1	75	46	6	38	37	6	3	140	304	985	1	4
Oregon.....	5	464,855	133	130	70	49	..	88	67	20	44	98	14	4	343	98	1,087	..	5
California.....	18	3,247,551	70	15	5	28	10	54	28	8	8	27	6	13	80	118	5,152	2	16
Pacific.....	28	4,216,296	75	25	11	28	9	58	31	8	11	30	6	12	93	133	7,224	3	25
TOTAL UNITED STATES.....	208	33,440,152	84 (148) cos.	24 (168) cos.	16 (165) cos.	18 (144) cos.	12 (104) cos.	36 (137) cos.	38 (129) cos.	6 (128) cos.	9 (148) cos.	32 (99) cos.	5 (126) cos.	5 (117) cos.	86 (85) cos.	127 (98) cos.	77,400 (192) cos.	91	117
BRITISH COLUMBIA.....	2	203,295	168	38	21	9	-1	11	60	2	1	74	1	-1	154	6	482	..	2
HAWAII.....	3	87,430	53	40	34	16	..	21	16	4	6	19	7	7	16	..	192	2	1

* Includes New England Electric System Companies Figures as Shown in Breakdown on Page 192.

GIBSON HAS

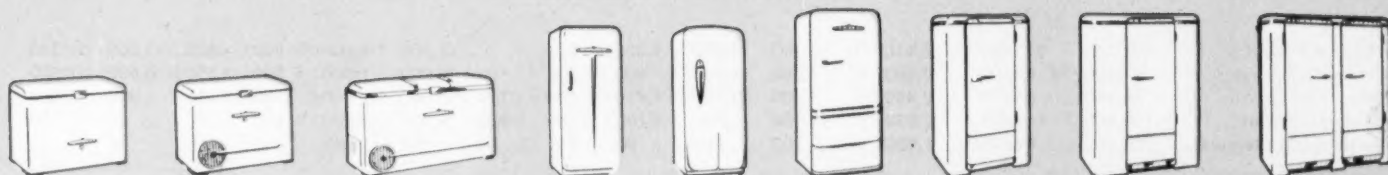
NEW! **7** cubic foot

Upright! Only 24 inches wide! •
Matches new 1953 Gibson 7
cu. ft. Refrigerator • Gibson
Exclusive Stay-Packit Shelves
keep food in place. • Available
with left or righthand door!



**SEE THE PRICE TAG OF THE NEW 7 CU. FT. FREEZER at your
Gibson distributor or Space 525, American Furniture Mart, Chicago!**

9 SIZES OF FOOD FREEZERS!



NEW! **11** cubic foot

Only upright food freezer with exclusive Tilt-Out Bin • Stay-Pack Shelves and handy door shelves • Perfect match for new Gibson 11 cu. ft. Refrigerator!

The Gibson line is complete—and completely wonderful! Uprights or chest models—you've got 'em all in Gibson. You'll have the right freezer for every customer's need when you sell the new 1953 Gibson line of Food Freezers! From huge 32 cu. ft. models to the popular 11 and the new 7 cu. ft. upright models that'll fit into a small kitchen. So line up with Gibson and you get everything you need in food freezers!

Gibson

America's most complete food freezer line!

GIBSON REFRIGERATOR CO. • GREENVILLE, MICHIGAN
REFRIGERATORS * ELECTRIC RANGES * FOOD FREEZERS * AIR CONDITIONERS

Electrical Appliance Market Data by Regions (Continued)

NEW ENGLAND	Number of Customers (Domestic)		Average KW-Hour Consumption	1952 SALES OF ELECTRICAL APPLIANCES (UNITS)											
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)		Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	
MAINE															
Central Maine Power Co.	186,500	183,187	1,930	9,500	3,700	3,000	500	2,300	4,500	350	300	2,000	150	
St. Croix Electric Co.	1,700	1,600	75	80	25	15	25	15	65	15	5	25	
NEW HAMPSHIRE															
Public Service Co. of N. H.	109,600	108,775	1,920	4,800	1,800	2,100	600	2,000	2,000	150	300	
New Hampshire Electric Co.	16,600	16,000	1,600	300	325	350	50	20	150	250	25	75	100	50	
VERMONT															
Central Vermont Public Service Corp.	47,500	46,408	2,050	①275	200	125	35	6	120	325	40	30	150	40	
MASSACHUSETTS															
Cape & Vineyard Electric Co.	22,200	20,100	1,520	850	500	400	100	40	400	300	80	100	50	
Western Massachusetts Electric Co.	104,000	100,479	1,960	4,520	2,050	1,115	845	
Brockton Edison Company	48,000	46,682	1,940	2,400	1,800	1,000	500	100	1,000	1,500	300	300	1,500	200	
Boston Edison Company	386,000	382,861	1,610	31,400	7,800	3,000	1,040	3,460	16,200	8,700	820	1,400	11,800	1,560	
Cambridge Electric Light Co.	31,500	31,392	1,200	130	18	10	1	100	60	10	10	100	7	
Northampton Electric Lighting Co.	7,525	7,517	1,400	500	345	150	100	50	800	530	100	50	500	100	
*New England Electric System.	635,000	620,042	1,520	42,000	15,000	4,000	1,800	5,000	16,000	12,500	1,500	3,000	8,000	1,200	
Fitchburg Gas & Electric Light Co.	15,070	14,850	1,435	500	80	55	25	25	100	200	15	30	100	15	
RHODE ISLAND															
No figures received from Utilities queried in this State.															
CONNECTICUT															
Connecticut Light & Power Co.	231,587	223,010	2,450	10,500	5,500	5,800	500	3,500	4,600	550	800	5,000	350	
Connecticut Power Company	87,000	82,040	2,200	5,000	1,300	900	1,500	100	6,000	1,000	2,500	1,500	6,000	1,500	
Hartford Electric Light Co.	84,150	81,000	2,450	3,500	2,700	1,150	1,500	750	5,600	2,000	750	1,450	3,000	2,000	
United Illuminating Company.	150,800	146,591	2,030	13,000	5,500	3,100	800	400	9,900	4,200	1,200	950	700	
Danbury & Bethel Gas & Electric Co.	14,500	14,079	1,960	300	129	90	105	30	174	35	5	12	50	25	

① Represents Corp. sales only.

* Controls Companies throughout New England, majority of which are in in Massachusetts.

MIDDLE ATLANTIC	Number of Customers (Domestic)		Average KW-Hour Consumption													
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)		Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers		
NEW YORK																
Rochester Gas & Elec. Corp.	150,123	148,498	1,925	14,000	2,000	1,200	1,800	900	3,000	2,500	600	2,000	4,000	300		
Long Island Lighting Co.	349,738	324,023	2,040	10,000	2,800	1,200		
Staten Island Edison Corp.	50,100	49,542	1,675	3,000	500	250	400	250	1,400	600	150	50	350	150		
Central Hudson Gas & Elec. Corp.	91,000	88,635	2,160	2,400	2,000		
N. Y. State Electric & Gas	339,400	330,770	2,325	16,000	6,500	5,000	4,500	7,000	1,400	2,000		
Rockland Light & Power	37,447	38,944	1,615		
Consolidated Edison Co. of N. Y., Inc.	2,336,300	2,212,900	1,232		
Municipal Generating Station, Rockville Center	7,000	6,670	2,350		
Niagara Mohawk Power Corp.	832,062	814,296	2,187	53,200	19,800	7,500	6,300	1,500	17,000	17,500	1,400	5,600	18,000	3,600		
NEW JERSEY																
Public Service Elec. & Gas	1,065,000	1,034,100	1,540		
Jersey Central Power & Light	162,000	152,805	2,148	16,860	4,400	4,350	2,200	7,500	6,750	1,030	1,050	3,850	1,050		
N. J. Power & Light	77,231	74,375	2,406	4,000	2,700	2,400	600	1,800	300	300	175		
Atlantic City Electric Co.	136,000	127,499	2,359	12,000	6,100	5,500	5,000	900		
PENNSYLVANIA																
Northern Penna. Power Co.	31,900	31,427	2,297	2,834	1,445	835	710	947	96	260	90		
Pennsylvania Electric Co.	290,000	283,574	2,050	26,200	10,700	5,400	5,900	9,300	18,000	2,000	4,400	1,200		
West Penn Power Co.	297,250	289,575	2,395	19,000	9,000	6,300	3,500	425	5,500	14,000	2,300	3,700	7,500	700		
Metropolitan Edison Co.	189,500	185,961	2,509	15,000	7,000	5,000	3,000	800	4,000	3,000	1,000		
Luzerne Co., Gas and Elec. Corp.	38,400	38,100	1,340	2,000	750	400	300	400	400	100	50	500	50		
Philadelphia Electric Co. System	770,640	744,905	2,156	72,000	15,000	8,000	11,000	11,000	5,000		
Pennsylvania Power Co., Newcastle	65,700	63,281	2,620	4,550	2,300	1,000	1,000	1,400	3,800	650	1,200	1,400	250		
Pennsylvania Power & Light Co., Allentown	471,200	459,719	1,990	45,000	25,000	16,500	15,000	2,500	15,000	30,000	3,000	7,000	3,500		
Duquesne Light Company	374,500	368,447	1,941	47,000	7,800	900	3,700	3,500	13,000	28,000	6,500	7,200	20,000	2,300		

			PRESENT SATURATION (Percent)																	
Food Waste Units	Radio	T-V	Refrigerators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?	
120					14												400	Yes	Yes	
5	55		95	20	15	20		2	80	5	3	90	1	2	100		5	Yes	Yes	
					12												170	Yes	Yes	
15			75	49	15			20	20			80					63	Yes	Yes	
25																	200	Yes	Yes	
25			92	44	17	5		15	50	5	+1	90	5	1	150	20	35	Yes	Yes	
		24,650		34	5	6					2					53	164	No	No	
300	2,500	7,500	85	35	15	11		20	80	26	3	75	3	2	98	60	84	Yes	Yes	
1,440	32,130	46,450	87.3	15.1	3.8	3.2	2.4	17.2	57.8	9.7	1.6	62.0	2.3	2.6	119.0	65.4	484	Yes	Yes	
5			70	2	3			15	50								50	Yes	Yes	
100	2,000	1,000	90	30	1.7	8	2	97		10	5	95	10	10	99.9	20	28	Yes	Yes	
1,000	30,000	135,000	90	17	3.6	1.8	1.0	14	68	3	1	75	2.2	1.2	95	70	1,000	Yes	Yes	
20	200	900	72	5	6	6	2	← 80 →		10	1	88	2	2	98	65	15	Yes	Yes	
225			89.0	21.8	12.6	2.0		9.0	65.0	7.7	1.1	84.0	1.8	.8	99.8	52.0	600	Yes	Yes	
300	5,000	20,000	90	21	5	5		30	50	18	2	80	2	1	120	55		Yes	Yes	
2,500	5,000	15,000	95	32.6	13.3	5.2	1.1	32.5	65	13.1	4.1	90	17.5	10	130	56	108	Yes	Yes	
		23,500	92.0	22.3	9.1	3.9	.9	27.3	52.0	7.7	1.9		2.6			70.2	210	No	No	
15			80	60	40	10	2	20	80	5	2	90	3	2	97	40	25	Yes	Yes	

			PRESENT SATURATION (Percent)															No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
Food Waste Units	Radio	T-V	Refrigerators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Units	Radio	T-V				
500	11,000	10,000	90	17	8	12	1	30	62	4	4	95	3	4	160	65	342	Yes	Yes	
				15.9	3.5												300	Yes	Yes	
25	600	3,200	91	19	4	2	2	22	68	5	1	92	2	-1	100	60	58	Yes	Yes	
																	218	No	No	
	30,000	50,000	87	25	10	9		11		5	2				95	30	1,025	No	No	
			92	13	8	12	5	22	62	9		85	5		100	65	100	Yes	Yes	
			74	1	1		2								98	78	3,000	No	No	
			95	15	5	7	5	30	60	20	10	95	5	2	95	80	25	No	No	
2,100	64,000	128,500	91	27	11	3	2	11	46	2	2	75	3	1	99	70	2,505	No	No	
																	2,000	Yes	Yes	
		18,000	99	18	12	5										50	320	No	No	
			85	29	20	7	1	17	36	11	5	50	5	1	98	35	150	No	No	
			90	46.18	26.87	15									200	65	350	Yes	Yes	
		4,275	84	36	22	14		15		3	2		2			19	175	No	No	
	28,000	37,000	87	28	13	10		14	86	15	4		2			38	774	No	No	
650	20,000	32,000	92	30.5	14	6.8	-1	12	83	16.9	3.5	78	1.4	1.5	100	39	900	No	No	
			93	32.8	20.3	9.6	1	10	74	5	4.6	80	3	3	97	50	575	Yes	Yes	
50			67	15	5.5												70	Yes	Yes	
1,000	95,000		80	19	11	5		← 70 →		3	4	80			120	83	1,825	Yes	Yes	
200		10,000	89	32	13	10		11	75	22	5.5	70	1.5	2		37	158	Yes	Yes	
1,700		50,000	90	36	14	13		15	80	9	3		3	2		33	2,100	Yes	Yes	
3,000	39,000	80,000	96.8	9.5	2.0	4.7	.7	14.1	85.3	17.2	3.3	88.6	1.8	2.3	186.1	71.5	1,200	No	No	



Tremendous new sales possibilities are yours in the new GOLDEN LEISURE LINE of Harder-Freez Home Freezers . . . superbly styled by Sheldon Rutter . . . and incorporating many exciting new sales-boosting convenience features! Packaging Pantry! Pie-Tainer! Sno-flake Storehouse! Chalk-up Chart! And many others!

Get all the facts! See Harder-Freez before you take any action on any white goods line!

Remember: *Harder-Freez has a unique proposition!* Market hasn't even approached saturation—no trade-ins — no "must handle" items — full line

(15, 20, 25, 35 cu. ft. Upright models; 15 and 20 cu. ft. Chests)—national advertising—co-operative advertising plan—outstanding value—proved performance! And now we've added that powerful, tested sales stimulant *modern styling—with a host of brand new features* that make the big difference in closing sales *faster!*

If you want *golden leisure for yourself* in the years ahead, go to work now with the fastest-moving freezer line—Harder-Freez!

A FEW EXCLUSIVE TERRITORIES ARE AVAILABLE. Call, wire or write — Harder-Freez Division, Tyler Fixture Corporation, Niles, Michigan.

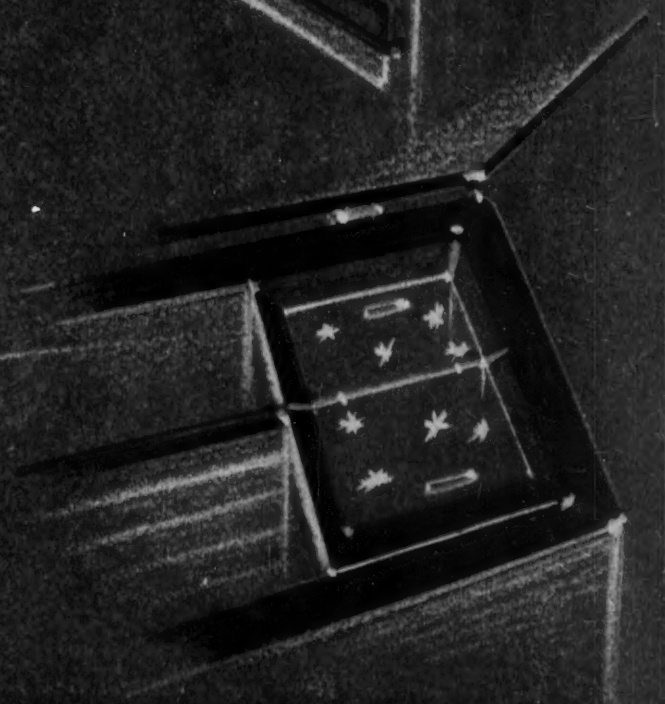
*See us in Chicago—Jan. 5-17!
Preview at the Hotel Croydon—
Suite 1511—Corner of Rush
and Ontario Streets.*



HARDER FREEZ HOME FREEZER

the freezer that's 9 ways easier!

Sheldon R. ...



Electrical Appliance Market Data by Regions (Continued)

SOUTH ATLANTIC	Number of Customers (Domestic)		Average KW-Hour Consumption	1952 SALES OF ELECTRICAL APPLIANCES (UNITS)											
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)		Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	
DELAWARE															
Delaware Power & Light Co. (Northern Div.)	62,000	59,033	3,000	1,000	600	500	1,000	3,000	2,000	500	500	3,000	300	
MARYLAND															
Consolidated Gas, Electric Light & Power Co. of Baltimore	381,700	364,977	1,758	21,350	7,500	3,200	1,400	4,500	← 10,000 →		350	1,600	14,000	1,000	
Potomac Edison Company	123,400	119,313	8,000	6,400	4,400	350	1,500	2,700	400	600	350	
Delaware Power & Light Company (Southern Division)															
Eastern Shore Public Service Company of Maryland	60,570	59,000	1,700	3,700	2,100	1,600	1,200	420	1,500	2,600	600	225	3,500	400	
Eastern Shore Public Service Company of Virginia															
DISTRICT OF COLUMBIA															
Potomac Electric Power Co.	255,089	241,590	2,277	24,000	5,240	1,023	5,100	4,370	12,260	6,490	1,935	2,970	14,200	2,800	
VIRGINIA															
Appalachian Electric Power Co.	397,000	389,619	1,950	23,500	11,000	2,300	
Virginia Electric & Power Co.	497,000	472,111	2,380	40,000	20,000	12,000	12,000	5,000	12,000	8,000	1,500	2,500	5,000	2,000	
WEST VIRGINIA															
Wheeling Electric Company	35,675	35,448	1,705	630	240	400	
Monongahela Power Company	175,000	169,706	1,425	14,750	4,150	675	3,975	325	4,300	15,200	450	780	14,500	680	
NORTH CAROLINA															
Carolina Power & Light Co.	297,870	235,797	2,757	43,000	24,500	13,000	9,000	300	7,000	26,000	800	600	800	
Duke Power Company	473,000	458,000	3,140	18,000	12,000	30,000	1,700	
SOUTH CAROLINA															
South Carolina Electric & Gas Co.	124,000	111,338	15,000	4,900	1,900	1,800	2,000	3,900	5,700	185	220	5,000	150	
GEORGIA															
Georgia Power & Light Co.	25,125	23,331	2,560	4,450	1,570	700	450	230	670	1,540	50	30	200	90	
Savannah Electric & Power Company	41,200	39,365	2,450	3,000	1,800	2,000	1,000	700	1,000	1,000	200	200	1,000	150	
Georgia Power Company	440,000	415,752	2,831	63,080	32,100	7,550	10,800	7,820	31,400	45,000	2,000	3,250	16,000	2,400	
FLORIDA															
Florida Power Corporation	127,060	114,664	2,400	12,900	6,410	4,350	900	1,300	3,430	4,260	270	220	1,190	410	
Gulf Power Company	54,678	50,242	2,629.5	5,000	2,200	840	360	275	760	400	100	150	400	100	
Tampa Electric Company	85,407	80,228	2,525	5,000	2,100	1,000	1,700	3,600	4,200	210	120	180	
Florida Power & Light Company	330,000	307,358	2,515	40,000	18,000	12,000	5,000	12,000	14,000	8,000	1,500	1,000	5,000	1,500	
Municipal Electric Plant, Jacksonville	78,540	74,589	3,265	

WEST SOUTH CENTRAL	Number of Customers (Domestic)		Average KW-Hour Consumption	1952 SALES OF ELECTRICAL APPLIANCES (UNITS)											
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)		Refrigerator	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	
ARKANSAS															
Arkansas-Missouri Power Co., Blytheville	29,164	29,164	14,800	820	385	290	292	900	
Arkansas Power & Light Co.	217,483	224,250	1,581	52,232	9,602	2,569	11,082	8,039	12,276	18,180	1,417	1,277	9,794	1,191	
LOUISIANA															
Central Louisiana Electric Company, Inc.	66,100	62,313	600	
New Orleans Public Service, Inc.	139,100	134,881	1,846	23,000	250	4,000	8,600	11,200	8,400	550	500	6,600	1,450	
Louisiana Power & Light Co., New Orleans	147,200	140,274	1,373	14,000	900	400	3,600	5,000	5,500	5,500	550	500	900	
Southwestern Gas & Electric, Shreveport	137,541	131,925	1,553	17,639	1,117	287	3,524	2,725	7,383	8,088	614	308	2,280	630	
OKLAHOMA															
Oklahoma Gas & Electric Co.	246,800	236,600	1,455	
Public Service Co., Tulsa	170,500	160,827	1,450	31,000	4,012	310	7,200	2,700	3,112	2,040	1,260	490	1,860	2,200	
TEXAS															
City Public Service Board (San Antonio)	126,925	119,845	1,366	22,000	800	60	1,500	2,500	7,000	12,000	700	250	2,000	500	
El Paso Electric Company	50,375	48,993	22,120	7,200	1,250	1,050	1,400	250	
Gulf States Utilities Company	191,025	182,092	1,777	19,000	4,600	1,275	5,000	6,500	
Texas Electric Service Company	177,800	166,881	1,925	20,000	1,700	120	4,000	5,000	12,700	8,500	1,600	250	500	
Texas Power & Light Company	250,700	243,997	1,336	26,162	6,532	434	13,812	12,717	← 21,347 →		2,078	1,864	6,206	2,685	
Central Power & Light Co.	148,000	141,512	1,484	16,000	2,800	600	4,500	3,000	8,000	10,000	1,000	500	1,000	
Southwestern Public Service Co., Amarillo	109,414	101,686	1,570	15,703	2,702	470	4,391	8,654	970	582	
Houston Lighting & Power Co.	305,000	285,659	1,960	30,000	2,000	350	9,000	23,700	20,000	12,000	800	1,500	6,500	1,600	
West Texas Utilities Co.	80,000	79,801	6,000	2,000	900	1,100	1,500	2,000	1,200	100	20	900	170	
Dallas Power & Light Co.	159,500	151,555	2,279	17,000	1,900	90	3,600	1,600	10,000	3,000	800	750	7,500	1,800	
Electric Dept., City of Austin	34,000	31,079	1,550	

			PRESENT SATURATION (Percent)														No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
Food Waste Units	Radio	T-V	Refrig- erators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	Food Waste Units	Radio	T-V			
150	2,000	5,000	87	15	7	3.5	4.0	← 93 →		7.9	2	85	3	1	98	77	100	Yes	Yes
1,500	15,900	63,860	76.7	11.3	4.2	2.2	4.0	← 66.1 →		3.8	.9	44.3	1.4	1.5	88.1	87.1	Yes	Yes
300	90	40	20	250	Yes	Yes
100	6,500	4,200	87	21	13	12	2	17	77	3	.7	72	1	.6	95	20	237	Yes	Yes
4,200	51,900	68,250	86	13.5	2.2	5.7	4.7	17.3	34.0	9.4	2.7	50	3.4	4.6	145	69	200	No	No
1,500	25,000	30,000	35.3	13.8	1	1,350	No	No
.....	15.8	1,700	No	No
820	9,500	3,500	17.4	4.4	3.5	80	Yes	Yes
.....	83	15.7	2.2	1.2	.03	5.2	81	6.7	1.2	72	1	1.7	98	3.8	410	Yes	Yes
.....	11,000	92	42	31	8	-1	5	40	-1	-1	75	1	1	100	1	1,500	No	No
.....	75	45	38	3	1,400	Yes	Yes
120	2,000	2,500	81	34	18	8	2	26	24	5	2	80	1	1	95	4	253	No	No
60	3,930	640	96.5	44.4	28.3	6.3	1.5	9.4	32.2	2	.3	23.3	1.3	.7	98	4.3	130	No	No
150	750	80	35	25	7	4	12	37	1	1	100	4	100	Yes	Yes
250	88.8	40.5	21.8	18.3	5.5	31.0	51.0	3.5	5.7	57.0	3.0	2.5	1,800	Yes	Yes
220	11,300	740	90.4	42.9	37.4	4.3	2	12.1	34.7	3.6	.6	46.5	1.8	.9	98	1.7	390	No	No
60	3,000	250	67.4	29.7	13.7	2	.9	6.9	14.3	2.1	1.1	39.2	1.2	.9	95.2	.8	75	Yes	Yes
100	95	43	22	8	133	No	No
800	45,000	45,000	85	41	42	5	5	1,424	No	No
.....	66	No	No

Food Waste Units	Radio	T-V	Refrig- erators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
.....	800	88.8	41.2	19	8.4	.96	10.3	69.7	2.5	110	Yes	Yes
1,083	96,655	18,347	900	No	No
850	22,000	55,300	3.7	11	12	30	48	7	33	4	2	98	70	280	Yes	Yes
375	1,200	85	130	No	No
273	72	6	4	15	5	22	46	6	3	30	4	1	96	12	650	No	No
.....	89	7	2	11	5	17	51	6	1	4	1	428	No	No
2,370	4,200	24,000	850	No	No
.....	82	9	1	4	21	47	62	5	6	84	11	16	90	60	362	No	No
200	25,000	25,000	80	No	No
.....	89	27	18	2	1	96	Yes	Yes
200	20,000	85	18	6	12	10	20	50	3	2	75	2	1	98	8	550	Yes	Yes
.....	29,242	18,841	90	9	16	16	42	3	2	41	5	100	16	200	No	No
700	5,000	86	12	3	15	6	20	25	6	3	6	3	4	660	No	No
.....	600	No	No
500	40,000	52,000	85	5	.8	13.8	12	30.5	38	5.5	1.5	45	2.5	1.8	95	44	440	No	No
185	8,500	40	90	18.5	6.4	2.5	3	15	60	4	.01	60	9	9	95	.01	176	Yes	Yes
600	28,000	30,000	87	7	.03	10	12	30	25	9	5	45	5	3	198	48	208	No	No
.....	95	10	1	15	10	25	90	15	10	90	5	5	98	5	38	No	No

1953 GENERAL ELECTRIC RANGES *again set the pace!*

New! G.E. brings you



NEW! Beautiful Stratoliner. A joy to use. It brings you... the new Extra-Hi-Speed Calrod Unit. Mammoth 3-Way Oven. Deep-Well Fryer that changes to Thrift Cooker or surface unit. Tel-A-Cook Lights. Minute-Timer. Au-

tomatic oven control to "watch" your baking. Warming drawer... and many other features. \$449.95** at your General Electric dealer. (See classified phone book.) General Electric Company, Louisville 2, Ky.



NEW! Deep-Well Fryer. Another General Electric first. Automatically controls fat at frying temperature. Same type used by top chefs for perfect French-fried potatoes, onion rings, doughnuts, chicken, sea food, etc. Extra-large capacity.



AMAZING! Tel-A-Cook Lights. Push a button—for the heat you want, from warm to speed high. Tel-A-Cook Lights—a different color for each button—tell you from across the room which unit is on—and at what cooking heat. Perfect results are easy.

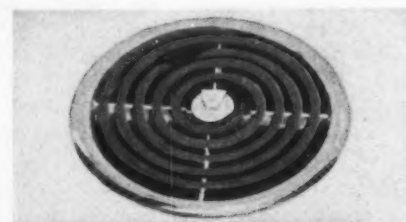
The marvelous speed of General Electric's Extra-Hi-Speed Calrod® Unit is proved by United States Testing Co., Test Report E4991A. It's the fastest cooking unit on any leading home electric range.*

General Electric cooking is clean. Pots don't get black on the bottoms. Calrod cooking units are hinged so drip pans can lift out. A damp cloth cleans enameled surfaces. Electric cooking is safe, too.

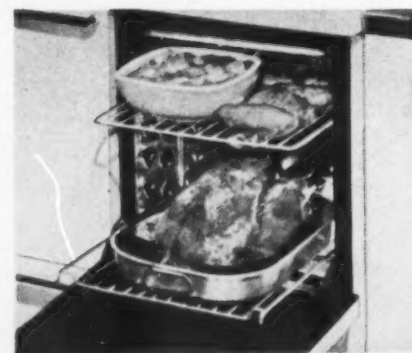
It costs very little to cook electrically. Based on a national average of 2¢ a kilowatt hour and figuring normal use by a family of 4, you can use a General Electric Range for about \$2 a month. And you can buy a G-E... for about \$2.15 a week (after small down payment). See your dealer for details.

*Test Report E4991A, 6-12-52... made with utility-size units, using one each of 5 leading electric ranges.

**AUTOMATIC ELECTRIC
"SPEED COOKING"
RANGES**



NEW! Fastest Home Electric Unit. Beats "speed units" on other leading ranges. Saves electricity and time. Food tastes better. Vitamins don't boil away. Calrod unit is self-cleaning—spilled liquids evaporate, foods disappear.



NEW! Mammoth-size, 3-Way Oven. Bakes and browns evenly—in any oven position. Master oven holds meal for 18. For power-saving one-shelf cooking, shift bake unit and get smaller Speed Oven. Super Broiler gives meats delicious "charcoal broiled" flavor.

**Manufacturer's recommended retail prices.

GENERAL  ELECTRIC

- New "first"—an Automatic Deep-Well Fryer
- New Extra-Hi-Speed Calrod® Surface Unit
- New Mammoth Oven . . . holds meal for 18
- New styling that means easier selling

A new, expanded line with a new feature-packed range in every price bracket.

The spread below announcing the new line appears in color in the January issue of *Life*. A consistent schedule of follow-up ads will appear in national magazines throughout 1953.

BING and JOAN



Listen to those great salesmen, Bing Crosby and Joan Davis, sell General Electric Ranges every week on the big General Electric radio and TV shows.

General Electric Company, Major Appliance Division, Louisville 2, Kentucky.

Super-Speed Cooking

with the fastest home electric unit*

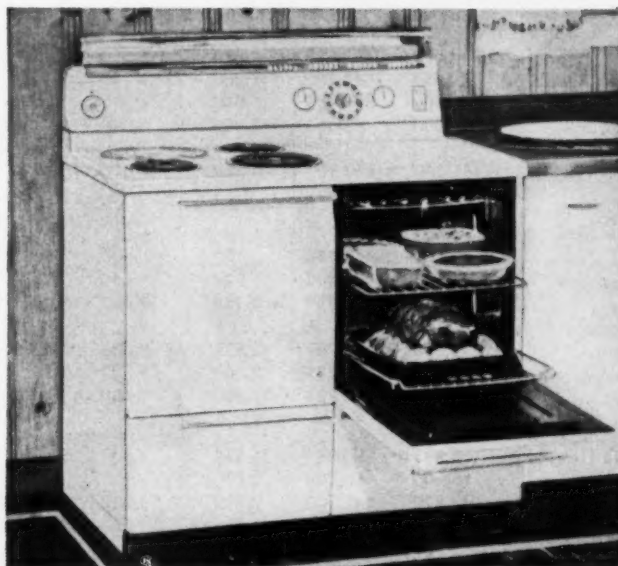


Choose your favorite General Electric Range now. Each has special features. 5 have the wonderful, new Extra-Hi-Speed cooking unit.



THE CONSTELLATION

Two complete Ovens! The convenience of two-oven cooking at a single-oven range price. Both ovens completely equipped for baking, roasting and broiling. Bake rolls while you broil or roast. Easy-to-use Oven Timer controls Master Oven. New Extra-Hi-Speed Calrod Unit for fastest cooking. White pushbutton surface unit switches—one for each heat, from warm to speed-high. Minute Timer. Two Appliance outlets. 2 storage drawers. Fluorescent lamp. Price, **\$359.95****



THE AIRLINER

Pushbuttons. New Oven Timer. Has the same pushbutton controls and same size Mammoth Master Oven as the Constellation! Simplified Oven Timer. New Extra-Hi-Speed Unit for fastest surface cooking. Deep-Well Cooker for thrifty cookery. Deep-Well Calrod unit raises for fourth surface unit. Minute Timer buzzes for cooking up to 60 minutes. Two appliance outlets—1 automatically timed. 3 big storage drawers. High back-splasher, full-length fluorescent lamp. Price, **\$309.95****



THE LIBERATOR

De Luxe All-Calrod Two-Oven Companion of the G-E Stratoliner. Has new Deep-Well Fryer and Tel-A-Cook Lights. New Extra-Hi-Speed Calrod Unit. Minute Timer, long fluorescent light. Automatic Oven Timer controls both ovens. Condiment set, heated Salt Conditioner. Price, **\$499.95****



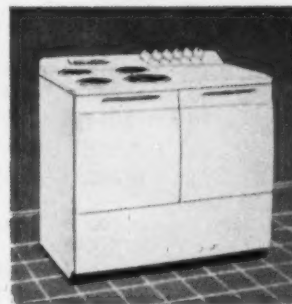
THE SPEEDSTER

3-Way Oven. Tel-A-Cook Lights. Has Mammoth 3-Way Oven and lighted pushbuttons shown on opposite page. New Extra-Hi-Speed Cooking Unit. Deep-Well Cooker with fourth raisable surface unit. Minute Timer to "watch" your cooking. Also has an Automatic Oven Timer. Price, **\$369.95****



THE STEWARDESS

Deep-Well Cooker. Master-Size Oven. Low-priced, yet with same size, automatically controlled Master Oven as General Electric De Luxe Ranges! Deep-Well Cooker. Extra-Hi-Speed Calrod Surface Unit. 3 large storage drawers. Fluorescent lamp. Easy-to-use rotary switches. Price, **\$259.95****



THE BEACON

Economy Price—Luxury Features. So inexpensive, yet Mammoth Master Oven holds meal for 18 . . . largest turkey and trimmings. "Charcoal-type" Super Broiler. Oven temperature control. Appliance outlet. Storage compartment. Extra-Hi-Speed Calrod surface units. Price, **\$189.95****

EAST NORTH CENTRAL

* Est. Customers as of Sept. 30, 1952.

EAST SOUTH CENTRAL

	(Estimated)	(Actual)		Generators	Ranges	Heaters	Freezers	Condit.	Washers	Washers	Ironers	Dryers	Cleaners	Washers
KENTUCKY														
Louisville Gas & Electric Co.	131,518	128,592	2,030	8,000	500	1,420	560	400	1,600	5,600	610
Kentucky & West Virginia Power Co. .	77,000	76,455	1,570	3,600	1,200	400
Kentucky Utilities Co.	179,753	171,816	1,849	24,248	13,080	4,750	3,475	1,900	3,100	15,600	900	800	3,350	715
TENNESSEE														
Knoxville Utilities Board.	58,000	56,525	5,900	5,500	4,600	7,000	950	300	300	400	250
Electric Power Board, City of Nash- ville.	86,000	83,463	6,700	8,500	5,600	4,500	700	4,000	5,500	4,000	1,500	1,000	9,500	1,700
Memphis Light, Gas & Water Division.	120,000	112,553	1,950	14,000	2,000	650	3,200	3,500	6,000	5,800	750	800	1,800	2,000
Kingsport Utilities, Inc.	16,400	16,138	4,250	1,500	1,600	100
Electric Power Board of Chattanooga	62,555	60,618	6,721	6,000	5,000	3,000	1,000	4,000	← 5,000 →	200	600	4,500	500
Bristol Electric System.	10,678	10,220	5,578
ALABAMA														
Alabama Power Company.	338,800	326,106	2,600	40,800	19,850	6,950	7,350	3,000	10,450	23,400	800	825	6,200	1,885
Birmingham Electric Co.	105,050	101,756	1,839	10,000	3,200	800	1,000	1,174	6,000	4,000	200	500	5,000	5,000
MISSISSIPPI														
Mississippi Power & Light Co.	122,000	116,021	1,490
Mississippi Power Company.	73,280	68,400	1,611	5,500	1,000	250	1,500	400	1,250	700	30	70	200	100

			PRESENT SATURATION (Percent)																	
Food Waste Units	Radio	T-V	Refrigerators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?	
																	300	No	No	
2,600	55,000	65,000	90	15	6.5	10.5	3	13.8	75	9.7	4.5	76	1.5	3.5	97	82	854	No	No	
			95	40.5	12.5												190	Yes	Yes	
3,000	24,000	40,000	86	26	7	9	1	← 93 →		20	8	85	3	5	99	70	696	No	No	
				40.3	14.1						4.3						100	No	No	
				42.5	18.6						3.5						1,275	Yes	Yes	
550	13,500	24,000	90	22.3	11	9.3	.5	13	92	10	5.5	96	1.5	1	96	76	369	Yes	Yes	
5	300	500	90	30	20	15	1	10	70	10	5	98	1	1	98	40		No	No	
2,000		65,000	94	34	11	5	1	10	75	15	3	82	1	2		37	761	Yes	Yes	
																		No	No	
1,500			91.6	27.5	12.7	9.2		21.5	65.9	11.9	5.5	83.2	2.2	2.6		59.6	325	Yes	Yes	
100	5,700	500	87	30	16												87	Yes	Yes	
			78	27.4	15.8	6		5	71	9	3	65			90	4	1,080	No	No	
				50.0	32.1						4.7						600	Yes	Yes	
				31.1	17.3												?	Yes	Yes	
																	25	No	No	
400			79	23.5	11.5	7.8					1.6						738	No	No	
300	5,000	2,400	80	8	9	6	7		3	3						13	51	No	No	
			77	17	5	.05												Yes	Yes	
250		4,000	88	20	10	4	1	12	75	3	8	80	1	2	98	2	300	Yes	Yes	
4,500	80,000	200,000	88	10	5	4	1	13	44	7	2	81	1	1	97	65	2,250	Yes	Yes	
300	1,500	1,500	95	75	8	10	5					95	10	10	100	75	35	No	No	
60	300																30	No	No	
10,000	25,000	140,000	90	33	8	6	1	17	73	17	6	81	1	3	100	68	1,200	Yes	Yes	
		8,000	97	77	24	22		22	78	19	12	85				68	46	No	No	
			81.1	30.7	9.7												2,013	Yes	Yes	
18	450																55	Yes	Yes	
600			68	23	17.1	6		6	76.5	7	25		1.5	1		1	610	Yes	Yes	
																	128	Yes	Yes	
1,500			89	33	25	7		13	82	11	6	92	6	4	99	8	630	Yes	Yes	
1,500			95	28	17	10		12	80	15	5	95	3	3	99	75	830	Yes	Yes	

Food Waste Units	Radio	T-V	Refrig- erators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
	8,800	3,600															190	No	No
				28.4	7.6						1.1						300	Yes	Yes
500	21,250	7,600	76	24	13	8		← 77 →		9	2	65	2.5	1.5	95	6	666	No	No
100		5,000	95	70	55	7	3	18	80	12	2	65	2	2	100	1	80	No	No
650	9,500	20,000	90	72	49												110	No	No
750	13,000	25,000	82	8	4	5	5	25	64	9	3	81	8	3	93	62	241	No	No
				70.1	54.7						1.5						40	No	No
150	6,000	4,000	93	86	63	7	8	← 83 →		11	4	80	2	1.5	100	10	50	No	No
																	36	No	No
810	49,000	24,600	79.6	35.9	20.0	7.2											1,250	Yes	Yes
400	7,500	18,000	80	20	7	4.8	1.5	26	39	6.5	1.5	60	1.5	1	98	45	150	No	No
20	4,000	2,500	78	10	3	9	7	25	18	10		33	2	1	100	1	400	No	No
			80	13	4.5	2	1.5										300	Yes	Yes

DUO-THERM *ELECTRIFIES*



New, Exclusive Duo-Therm Electric

SELF-Lighter

on Duo-Therm Oil Home Heaters

User turns the dial... electricity lights the heater!

No matches! No paper! No lighter rod!

No stooping! No guessing!

The handy waist-high heater control dial turns the heat on!

SENSATIONAL SALES NEWS FOR '53!

- *SELF-Lighter* another revolutionary Duo-Therm first in the home heater field, comparable in sales value to Duo-Therm's exclusive Dual Chamber Burner and POWER-AIR Blower. (And those two sweethearts have made Duo-Therm the best-selling line in history and put thousands of dollars of extra profit in dealers' pockets!)
- *SELF-Lighter* a spectacular new heater sales-starter and extra-profit item. Priced right for retail. Factory-installed. No installation problem whatever.
- *SELF-Lighter* works by radiation. Turn the dial rod to No. 4 or more. Heating element starts when the oil flows. Oil is quickly vaporized and ignites.
- *SELF-Lighter* "space" man, complete with radiant ray gun, will promote this new Duo-Therm exclusive in the 1953 national advertising, the strongest heater advertising program in the industry. Duo-Therm will supply *SELF-Lighter* newspaper ads and colorful store display material for your local tie-in promotion.
- *SELF-Lighter* available on 3 beautiful, popular-sized, feature-packed Duo-Therm Oil Home Heaters: New Windsor model 957-E, and Imperial models 624-E and 724-E.

SEE *SELF-Lighter* at the Furniture Mart Jan. 5 thru 16—Space 517

the heater business!

SENSATIONAL SALES NEWS FOR '53!

NEW DUO-THERM WINDSOR HOME HEATER IN OIL AND IN GAS!

The "class" console in the heater field! The console your customers will want, whether they want oil or gas. Glamorous fine-furniture styling and mahogany finish plus decorative brass grille and door pulls. Has 4 radiant doors and every famous Duo-Therm performance feature. Sized and styled for more sell-up, priced for more mark-up.

Windsor GAS (65,000 BTU input)
Model 1457
Windsor OIL (50,000 BTU output)
Model 957-E with SELF-Lighter
Model 957 without electric ignition



SENSATIONAL SALES NEWS FOR '53!



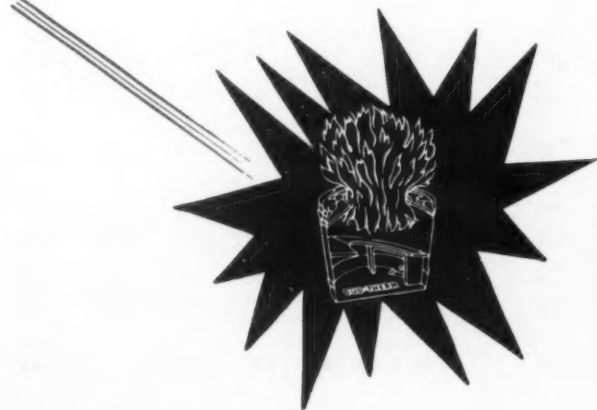
Duo-Therm's Dollar Derby the horse race where you're sure of the big money!

Duo-Therm's '51 and '52 sales programs paid off big for Duo-Therm dealers. They got in early. They moved faster. They finished farther up in the money. The 1953 Duo-Therm Dollar Derby is bigger and better than ever. Get in on it. Put your heavy sugar on a sure thing!

20 Oil Heater Models

9 Gas Heater Models

Get set for your biggest Duo-Therm year yet!



DUO-THERM *Always the Leader*

Division of Motor Wheel Corporation • Lansing 3, Michigan

DUO-THERM

is a registered trade mark of the Motor Wheel Corp. Copyright, 1953



Electrical Appliance Market Data by Regions (continued)

WEST NORTH CENTRAL

WEST NORTH CENTRAL	Number of Customers (Domestic)		Average KW-Hour Consumption	1952 SALES OF ELECTRICAL APPLIANCES (UNITS)											
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)		Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	
MINNESOTA															
Minnesota Power & Light Co., Duluth.....	50,450	49,256	2,375	4,700	1,650	1,400	780	← 3,588 →		264	350	1,200	90	
Otter Tail Power Co.....	69,098	68,473	2,300	2,000	1,500	2,000	
Northern States Power Co. & Subs. Co.....	472,000	458,759	2,420	40,000	6,800	6,500	9,000	500	12,000	20,000	5,000	5,500	10,000	1,500	
Montana-Dakota Utilities Co.....	49,000	47,110	2,300	2,500	2,000	700	1,000	150	800	600	200	500	600	100	
IOWA															
Iowa-Illinois Gas & Electric Co., Davenport.....	69,219	66,987	1,723	4,000	500	400	500	200	1,500	2,000	500	250	2,000	200	
Interstate Power Co., Dubuque.....	82,000	80,500	2,150	7,900	4,400	3,000	5,000	1,800	2,000	1,200	2,800	300	
Iowa Public Service Co.....	86,000	84,627	1,788	5,500	1,500	1,500	
Iowa Electric Light & Power Co.....	77,900	76,404	2,100	5,000	1,500	1,500	900	600	1,200	200	800	3,000	200	
Iowa Southern Utilities Co.....	62,500	61,500	3,000	700	832	1,060	166	525	2,200	170	299	962	73	
MISSOURI															
Kansas City Power & Light Co.....	189,000	175,000	2,070	20,000	2,500	600	3,000	4,000	10,000	12,000	1,000	15,000	1,500	
St. Joseph Light & Power Co.....	32,294	31,890	1,756	2,700	1,100	350	700	180	550	1,400	300	200	1,000	100	
Board of Public Works, Poplar Bluff.....	4,038	3,938	1,560	
Rolla Municipal Utilities.....	3,340	3,126	1,690	
Union Electric Co., St. Louis.....	462,850	452,657	2,214	35,000	13,000	5,500	6,000	7,000	9,100	5,000	5,000	7,800	
Empire District Electric Co.....	51,810	50,466	1,450	680	375	140	
Missouri Power & Light Co.....	50,034	48,329	2,000	1,200	700	500	100	500	250	250	60	1,200	60	
NORTH DAKOTA															
Minnkota Power Cooperative.....	37,840	37,500	250	1,900	2,300	1,750	3,200	600	400	800	1,500	2,500	600	
SOUTH DAKOTA															
Northwestern Public Service Co....	27,350	26,939	2,500	2,100	1,500	1,400	600	200	400	600	200	800	600	150	
Black Hills Power & Light Co.....	17,100	16,150	2,270	1,200	850	350	300	25	400	150	200	250	250	50	
NEBRASKA															
Central Electric & Gas Co.....	4,800	4,569	2,100	20	18	20	10	
Consumers Public Power District....	78,670	77,331	2,115	
Omaha Public Power District.....	82,000	80,700	2,450	6,700	3,100	1,100	1,900	900	3,100	4,700	1,400	300	
KANSAS															
Kansas Gas & Electric Co.....	122,000	103,533	1,800	9,500	2,700	400	2,500	4,000	5,000	4,000	1,200	1,000	600	
Western Light & Telephone Co., Inc.	32,900	32,800	1,800	2,000	450	600	500	800	400	250	500	1,500	300	
Board of Public Utilities, Kansas City	35,000	33,032	1,850	300	30	
Kansas Power & Light Co.....	135,500	131,423	4,830	12,000	4,500	600	1,800	1,000	500	

MOUNTAIN

MOUNTAIN	Number of Customers (Domestic)		Average KW-Hour Consumption												
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)		Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish Washer	
MONTANA															
Montana Power Co.....	106,720	103,697	2,530	4,000	1,300	
IDAHO															
Idaho Power Co.....	100,000	98,551	5,300	9,500	9,000	7,500	4,000	400	4,000	1,750	1,400	1,700	1,600	1,000	
WYOMING															
Cheyenne Light, Fuel & Power.....	11,506	10,218	1,964	2,000	400	200	200	50	300	1,600	200	100	500	150	
Western Public Service Co.....	4,325	4,212	1,620	460	350	35	160	4	200	340	50	105	210	30	
Sheridan Div., Montana-Dakota Utilities.....	4,534	4,340	1,395	460	230	22	140	12	70	180	28	34	92	31	
Sou. Wyoming Utilities Co.....	4,990	4,880	1,550	
Rawlins Electric Co.....	2,550	2,200	1,750	200	300	65	150	100	50	100	40	15	
COLORADO															
Colorado Central Power Co.....	17,500	16,277	1,874	300	150	250	200	25	5	
Home Light & Power Co.....	10,150	9,823	2,640	400	395	105	175	69	69	150	97	25	300	100	
Public Service Co. of Colo.....	188,830	177,832	1,690	
Frontier Power Co., Trinidad.....	3,660	3,609	1,300	420	65	80	55	5	100	145	25	20	85	10	
Southern Colorado Power Co.....	34,580	32,713	1,785	2,500	700	225	500	40	1,200	1,500	200	125	1,000	100	
NEW MEXICO															
Public Service Co. of N. M.....	57,963	55,409	1,530	5,500	1,750	200	1,045	← 5,300 →	420	115	204	
Raton Public Service Co.....	2,280	2,232	2,128	

			PRESENT SATURATION (Percent)																	
Food Waste Units	Radio	T-V	Refrigerators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?	
40			88	39.5	21.5	7.5		17	71	15	5	83	6	3	100	2	242	Yes	Yes	
			76.8	40	26													No	No	
1,200	17,000	20,000	90	22	19	7	1	9	82	17	5	76	1	1	100	27	500	Yes	Yes	
50			85	43	22	10	2	30	60	8	8	80	2	1				Yes	Yes	
400	6,000	6,000	86	8	1	5	.5	22	64	12	1	75	2	3	115	40	78	Yes	Yes	
300		6,000	92	19	27	10					4					14	715	Yes	Yes	
																		No	No	
200			90	26	21	4		6	80	4	4	85	2	2			300	Yes	Yes	
182	2,795	2,000	80	26	8	10	2	4	58	10	4	65	2	2	85	15	300	Yes	Yes	
2,500	60,000	50,000	87	24	6	15	9	10	70	10	5	80	2	3	90	50	400	Yes	Yes	
100	2,000	2,000	75	11	7	6	1	10	70	5	1	65	.5	.25	95	15	75	Yes	Yes	
			85	50	50	35	20	30	90	15	15	90	15	25	95	30	20	No	No	
																	8	No	No	
		100,000	81	17	6.5										100	73	1,200	Yes	Yes	
85				17.2	9.5								5	4			350	Yes	Yes	
60	2,500	1,500	88	26	13	5	.8	28	50	13	.5	78	.3	.3	97	4	180	Yes	Yes	
200	1,600	20	73	27	16.5	21.5	.4	2.5	87	6	7	40.5	25	1	90	.1	512	No	No	
150			87	45	30	2		13	73	15	9	91	1	1	95		395	Yes	Yes	
35	600		83	41	18	6		12	65	7	5	86	2	1	96		80	Yes	Yes	
																		Yes	Yes	
			80	36	25													Yes	Yes	
300	6,000	14,000	75	26	14												150	No	No	
800		1,000	90	16	3	12	6	30	40	11	5	72	5	7	95	2	313	No	No	
200				23	7	2	.5	10	80	5	3	90	4	3	90		260	Yes	Yes	
				15	3												60	No	No	
			90	24.3	5.5	12	1.5	35	45	9	4	60	4	4	98	10	300	Yes	Yes	

Food Waste Units	Radio	T-V	Refrig- erators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
.....	87	43	11	696	No	No
600	10,000	90	75	67	20	25	75	20	20	75	3	2	95	600	Yes	Yes
75	3,200	60	93	32	14	14	1	20	85	17	4	75	6	6	95	-1	24	Yes	Yes
25	400	5	50	22	3	8	12	80	9	6	60	4	3	150	17	Yes	Yes
11	240	96	20	-1	15	-1	12	75	8	10	60	5	5	95	24	Yes	Yes
15	150	95	75	5	25	2	20	95	20	15	95	10	7	95	12	No	No
.....	8	Yes	Yes
69	1,050	900	87	24	12	3	1	-1	98	40	No	No
.....	77	68	30	20	20	12	69	39	10	81	21	18	87	10	50	No	No
10	305	65	35	9	6	10	85	30	10	80	6	3	95	525	Yes	Yes
125	4,000	100	85	22	10	10	1	5	75	4	1	95	1	1	95	1	25	No	No
.....	53	Yes	Yes
120	101	No	No
.....	10	No	No

Exciting new displays designed to give you "take-home ideas" that pay!

When in Chicago visit the great new General Electric

Major Appliance Showroom

now permanently in the Merchandise Mart!

OPENS JANUARY 5, 1953

Come and see an appliance showroom, featuring the new General Electric 1953 line . . . the like of which you've never seen before!

Our new display is designed for *you*. And here's why:

You'll find more than a showroom that's just big and grand. You'll find more than displays that make you say: "Swell, if I could only afford them."

Here's a "working" showroom that will *help you sell*. It's full of ideas you can take home, and put to work inexpensively in your store.

In the new showroom, you'll see appliances arranged in displays that show the important differences at a glance.

**See the difference
Sell the difference**

You'll see examples of easily duplicated display devices that clearly establish the outstanding characteristics of each appliance display.

You'll see refrigerators, for example, in a basic arrangement with feature cards that quickly show the sales points. These can help you sell up to the de luxe models.



Make the G-E Showroom your headquarters. Open all year for your convenience. Complete 1953 model line now on display. Merchandise Mart room 1115-16-17. Telephone number Mohawk 4-3661.

You'll see how to "high spot" the leader in each appliance line.

You can adapt these economical displays to your own use.

They'll make it easier for salesmen to sell General Electric Refrigerators, Ranges, Dishwashers, Disposals,[®] Ironers, Freezers, Dryers, Room Air Conditioners, Automatic Washers, and Water Heaters! Remember, these are the appliances that "most people want most."

And, of course, this great new simplified showroom will make it handier and easier for you to shop with General Electric in Chicago.

The new showroom has been designed by Amos Parrish, well-known architect and retail analyst.

Special feature of new G-E Showroom. Special "Television Kitchen" designed by the General Electric Home Bureau and featured in the February 1953 issue of *Woman's Home Companion*.

Visit General Electric in Chicago. Open all year!

VERY SPECIAL—See the XR-10

Be sure to see the amazing General Electric Refrigerator XR-10. This experimental refrigerator incorporates many new and unique features pointing the way toward a great and expanding refrigerator business.

Major Appliance Division

Louisville 2, Kentucky

GENERAL  **ELECTRIC**

Electrical Appliance Market Data by Regions (continued)

MOUNTAIN (continued)	Number of Customers (Domestic)		Average KW-Hour Consumption	1952 SALES OF ELECTRICAL APPLIANCES (UNITS)												
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)	1952	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers		
ARIZONA																
Salt River Power District.....	27,600	25,030	3,000	600	250	200	300	2,500	250	100	150	100	400	100		
Tucson Gas, Elec. & Power Co.....	42,647	37,709	1,900													
Arizona Public Service Co.....	97,000	90,000	2,200	10,000	1,000	500	4,500	500	4,000	3,750	250	200			500	
UTAH																
Logan City Municipal Plant.....	4,950	5,053	3,400													
Telluride Power Co.....	6,800	6,720		400	400	300	300									
So. Utah Power Co.....	3,500	3,452	3,400													
Spanish City Corp.....	1,536	1,470	2,500	100	50	25	40	10	50	50	40	50	75		5	
Helper City Light & Power.....	850	825	300	50	50	75	25	10	75	10	25	50	25		4	
Utah Power & Light Co. and Subsidiary*																
Western Colorado Power Co.....	158,307	156,592	3,113	10,000	7,850	4,500	5,000		5,600	6,200	1,750	1,900	9,600	650		
Dept. of Utilities, Provo City.....	7,227	7,141	438	546	340	122	375	55	379	339	129	103	300	43		
Heber Light and Power.....	1,300	1,280	2,600													
Payson Municipal System.....	1,500	1,500	5,000	100	50	50	25	5	25	150	15	10	200	20		
* 12 Mos. Ending 9/1/52 Actual.																
NEVADA																
Caliente Public Utilities.....	375	300	4,800	35	20	30	20	10	35	35	10	10	25	10		
Elko Lamoille Power Co.....	1,880	1,778	1,828													
Ely Light & Power Co.....	1,360	1,329	1,219													
So. Nevada Power Co.....	12,336	10,730	10,180													
Sierra Pacific Power Co., Reno.....	24,000	23,005	3,850	2,160	760	470										
PACIFIC																
	Dec. 31, 1952 (Estimated)	Dec. 31, 1951 (Actual)	Average KW-Hour Consumption	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers		
WASHINGTON																
Washington Water Power Co.....	107,150	103,690	6,100	9,500	8,000	5,000	3,500	10	5,000	5,000	650	2,500	4,000	700		
Grays Harbor P. U. D. No. 1.....	16,200	16,147	5,367													
Puget Sound Power & Light.....	151,000	148,035														
Dept. of Public Utilities, Tacoma.....	48,740	46,581	6,586		2,500	2,000										
Seattle City Light.....	180,800	177,029	5,900	15,250	12,777	7,200	3,625		16,470			7,222				
CALIFORNIA																
Bureau of Electricity, Alameda.....	13,500	13,152	2,000	400	250	10	50		200	200	50	50	200	300		
Public Service Dept., Burbank.....	28,142	26,534	1,940	400	275	30	60	75	250	175	35	25	130	30		
California Electric Power Co.....	52,000	48,060	2,000	900	750	525	550	1,000	1,000	500	120	150				
Coast Counties Gas and Elec. Co.....	35,716	34,812	2,250	2,395	660	375	810		1,100	1,175	210	255	2,500	210		
Pasadena Municipal Light and Power Dept. of Light & Water Power, Anaheim.....	38,300	37,108	1,762		700	50										
Modesto Irrigation District 823.....	6,500	6,167	1,200													
Pacific Gas and Electric.....	18,140	17,441	2,700													
Electric Division, City of Palo Alto.....	1,165,000	1,114,502	2,259	88,000	20,000	6,650	30,350	13,250	58,850	34,950	8,100	12,850	24,350	6,475		
City of Riverside Public Utilities.....	9,657*	8,778*	1,830													
Dept. Water & Power, Los Angeles.....	610,000	587,428	1,780		4,500	2,000	20,000		44,000			2,150				
California-Pacific Utilities Co.....	19,261	16,915	4,120	1,496	1,276	995	856	40	950	1,500	550	226	3,600	215		
Public Service Dept., Glendale.....	34,500	33,409	1,600		400	40										
So. California Edison Co.....	902,000	851,756	1,724	48,000	11,500	2,250	17,500	5,000	← 60,000 →		6,000	4,000	14,500	5,000		
Imperial Irrigation District.....	19,000	18,063	4,200	2,500	500	175	350	1,000	750	900	115	40				
Sacramento Municipal Utility District.....	87,570	82,335	2,370	9,178	2,680	746	6,441	2,000	8,015	3,580	992	1,717	2,540	823		
San Diego Gas & Electric Co.....	175,700	163,806	2,220	22,000	3,500	2,500	9,000		12,000	10,000	3,500	2,200	18,000	1,200		
Turlock Irrigation District.....	15,515	14,105	3,296													
OREGON																
Portland General Electric Co.....	190,100	186,541	5,985													
Eugene Water & Electric Board.....	18,100	17,709	7,000													
Mountain States Power Co.....	91,500	89,557	4,350													
California-Oregon Power Co.....	63,155	60,675		4,000	4,500	3,000	1,900		1,900	2,600						
Pacific Power & Light Co.....	102,000	98,998	5,350	18,000	17,000	8,500	6,200		12,700	8,400	2,000	4,500	10,000	1,400		
BRITISH COLUMBIA																
British Columbia Electric Co., Ltd.																
Victoria Division.....	35,295	34,510	2,505	5,900	1,345	585	60	35	412	2,150	28	28	1,450	32		
Vancouver Division.....	168,000	161,951	2,775	28,307	6,481	5,779	1,777		1,919	10,150	361	300	13,617	168		
HAWAII																
Hawaiian Electric Co., Ltd.....	68,500	65,683	3,052													
Hilo Electric Light Co., Ltd.....	11,130	11,122	2,110	700	500	400	200		250	200	50	100		100		
Maui Electric Co., Ltd.....	7,800	7,520	2,380	300	250	250	100		150	100	25	10	150	30		

* June 1st.

			PRESENT SATURATION %														No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
Food Waste Units	Radio	T-V	Refrig- erators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	Food Waste Units	Radio	T-V			
200	500	500	90	13	20	8	95	10	40	5	5	50	5	5	95	12	100	No	No
.....	10,000	7,500	87	13	5	7	2	30	50	8	1	80	2	5	92	40	No	No
.....	300	No	No
.....	57	57	No	No
.....	85	80	50	10	40	No	No
5	50	150	90	40	30	10	2	10	80	30	10	60	2	2	95	30	24	No	No
5	60	98	70	70	15	2	25	75	20	10	95	5	2	99	12	No	No
.....	5	No	No
500	15,000	7,500	85	50	28	7	20	69	9	2.5	80	1.5	1	99	45*	675	No	No
20	796	638	29	No	No
10	200	75	75	50	40	10	2	5	90	10	2	90	10	5	90	5	6	No	No
.....	5	No	No
.....
5	50	85	75	75	25	5	15	75	5	5	75	5	5	85	3	No	No
.....	No	No
.....	9	No	No
.....	22	No	No
.....	125	No	No
* 45% For Area Covered by Telecasting.																			
Food Waste Units	Radio	T-V	Refrig- erators	Ranges	Water Heaters	Freezers	Room Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	Food Waste Units	Radio	T-V	No. of Dealers Serving Territory	Did Co. Merchandise in 1952?	Plan to in 1953?
275	15,000	2,500	94	73	74	15	10	86	18	8	93	6	3	98	410	No	No
.....	60	54	100	No	No
.....	79.4	72.8	No	No
.....	85,000	85	83	60	9	20	70	5	100	33	175	Yes	Yes
.....	300	No	No
40	500	500	80	32	5	10	30	55	15	5	80	5	2	80	40	7	No	No
100	250	1,350	85	19	2.5	7	2	12	65	10	2	80	3	4	85	60	23	No	No
200	2,000	1,500	90	35	15	15	15	50	50	10	5	150	Yes	Yes
.....	92	24	14	20	35	35	7	2	80	3	4	99	10	98	No	No
.....	13.5	3.5	62	No	No
.....	10	No	No
.....	2,200	20	40	No	No
3,850	92,175	130,000	77	15.4	8.6	8.1	9.5	← 78.5 →	14.8	2.6	69	27	1	98	31.2	2,850	No	No
.....	75	33.5	6	32	No	No
.....	100,000	77	9.3	4.5	15.5	25	2.1	80	396	No	No
190	89.6	60.4	58.7	20.4	3.5	28	68	12	6	97	4	3.5	100	94	No	No
.....	65	25	2.5	60	No	No
20,000	47,500	70,000	73.5	10	4	9.7	2.3	2.0	7.0	74.5	716	No	No
.....	90	35	29	6	2	30	65	8	1	85	2	2	46	No	No
570	11,270	8,303	140	No	No
6,000	40,000	45,000	13	11	400	No	No
.....	28	Yes	Yes
.....	85	71	62	273	No	No
.....	79	52	40	8	20	60	9	10	68	2	2	98	169	No	No
.....	64	58	170	No	No
380	35,000	10,000	91	70	68	11	24	70	4	98	475	No	No
14	4,595	320	48.5	31.1	12.1	-1	5.4	71.8	3.7	-1	87	-1	-1	+100	1.2	107	No	No
164	26,634	887	61.5	32.1	11.9	1.8	6.7	77.2	4.6	-1	80.9	-1	-1	+100	1.3	375	No	No
.....	150	Yes	Yes
100	26	No	No
25	125	90	43	30	3	20	75	.5	.5	40	.3	.3	95	16	Yes	Yes

What's **really new** in
major appliances?

Universal dishwasher-in-a-range!

**An exciting new idea in kitchen space-saving
with a double profit on every single sale!**

REMEMBER THE WHEEL-ABOUT

Conceived by Universal, who introduced the fast-selling Wheel-about kitchen cart that fits in a range. Enthusiastic buyers suggested we also incorporate a dishwasher into the range. We have now answered their demands.

TWO FAMOUS NAMES

Combines the popular James Dishwasher and a Universal Gas Range in one compact, space-saving unit. Double the selling appeal of any other range on the market!

BIG PROMOTION PLANS

Universal's dishwasher-in-a-range will be backed with a merchandising plan as unique as the appliance itself. The most profitable double deal in the entire appliance industry.

There's never been any appliance like Universal's dishwasher-in-a-range. Its sales possibilities now and in the years ahead are unlimited because it solves every family's two chores of cooking and dishwashing. We urge you to get all the profit-making facts now. Learn for yourself why

AMERICA'S LEADING GAS RANGE

The range is Universal's completely automatic famous Marlboro model with all the exclusive cooking features of Universal Gas Ranges *plus* an automatic dishwasher that every housewife has yearned for.

NO EXTRA INSTALLATION

The James Dishwasher is automatic, mobile. Absolutely no installation costs, no fuss, no bother. When not in use, it wheels into the range, conserves precious kitchen space.

we can set up the most profitable deal in the industry. With the dishwasher as a sure-fire attention getter, you have a dramatic way to open up the huge replacement market for ranges in your locality. Phone, wire or write today for full particulars without obligation.

CRIBBEN & SEXTON CO. • 700 N. SACRAMENTO BLVD. • CHICAGO 12, ILL.



another
automatic
Universal
gas range
first!



Universal's dishwasher-in-a-range
model is only one of
Universal's complete 1953
balanced line of gas ranges.

1952 ON THE

By CLOTILDE G. TAYLOR

THE Pacific Coast and Intermountain areas continued to grow steadily in population and in general prosperity, as represented by high incomes and low unemployment, during the past year. Fifty-nine companies serving 5,159,052 domestic customers report an average increase as of Dec. 31, 1952, of 4.5 percent over last year in the number of homes served. The 1951 increase for the

area was 4.74 percent, with, of course, a smaller base for the calculation. Hawaii, with three companies reporting, and 87,430 customers involved, reports a 3.68 percent increase, larger than the 3.4 percent of last year. From Canada, the two divisions of the B.C. Electric Co. now serve 203,295 domestic customers, 3.47 more than a year ago. The 1951 increase for this area was 4.3 percent.

Highest rate of increase reported was from Arizona, which had 9.49 percent more domestic customers than a year ago, followed closely by Wyoming and Nevada, which were up 7.7 and 7.58 percent respectively. Greatest numerical increase was in California, where 157,476 more homes were served than in 1951, an increase of 5.08 percent. This is more than half the numerical increase for all 11 west-

ern states. Utah was low with a one percent growth, Idaho 1.47 percent, Montana 2.91 percent, Oregon 2.5 percent growth, Washington 2.52 percent, Colorado 5.9, and New Mexico 6.3 percent, up.

High Kw.-Hr. Use in Northwest

From the standpoint of electric consumption per home, the area should logically be divided on the basis of the availability of natural gas for cooking, plus early promotion of electric ranges and water heaters, with the Pacific Northwest, including Oregon, Washington and Idaho, in the high-use column.

Highest kw.-hr. use per domestic customer is again reported by the Southern Nevada Power Co. serving Las Vegas, Nevada, at 10,180 kw.-hr. per home annually. This is probably high figure for the nation. Shortage of power and restrictions on the further expansion of electric air heating imposed during the past year in Las Vegas are all that prevented this figure from being even higher. The city of Eugene, Ore. is next, with 7,000 kw.-hr.

Washington is highest of the states, with an average among the utilities of the state of 5,988 kw.-hr. Oregon is next, with an average among utilities reporting of 5,671 kw.-hr. Other states report: California—average 2,227 kw.-hr.; Montana—2,530 kw.-hr.; Idaho—5,300 kw.-hr.; Wyoming—average 1,656 kw.-hr.; Colorado—average 1,858 kw.-hr.; New Mexico—average 1,835 kw.-hr.; Arizona—average 2,367 kw.-hr.; Utah—average 3,555 kw.-hr.; Nevada—average 4,375 kw.-hr.; Hawaii with an average of 2,514 kw.-hr. British Columbia—averaged 2,640 kw.-hr.

Western Companies Do Not Merchandise

There has been little change in the attitude of western companies toward merchandising. The vast majority of the power companies of the area leave all direct selling of appliances to dealers. An exception is Wyoming, where all but the Southern Wyoming Co. at Rock Springs are actively merchandising. In Colorado the two largest companies, centering at Denver and at Pueblo, sell direct to the consumer. Idaho Power does some selling, but restricts its efforts to low-use customers and areas not adequately served by dealers. El Paso Electric does limited merchandising, but puts most of its efforts into pushing dealer sales.

In California, the California Electric is the only one reporting direct merchandising; all others leave selling to the dealers. The Tacoma city department does limited merchandising. No other utilities report any direct selling of appliances. Practically all have active dealer help programs, either in their own name, or through assistance to

TABLE I. Average Saturation Percentages in the West

	Refrigerator	Range	Water Heater	Home Freezer	Room Conditioner	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish-washer	Food Waste	Radio	TV
Washington	90	78	68	12	—	15	78	18	7	93	6	3	99	33
California	81	25	13	13	6	30	55	11	3	82	3	3	93	45
Oregon	85	64	57	10	—	22	65	9	7	68	2	2	98	—
Montana	87	43	11	—	—	—	—	—	—	—	—	—	—	—
Idaho	90	75	67	20	—	25	75	20	20	75	3	2	95	—
Wyoming	84	37	6	15	1	16	84	14	9	73	6	5	108	—
Colorado	79	37	15	8	7	9	73	18	5	86	4	3	94	5
New Mexico	90	28	18	3	—	25	—	—	—	—	1	—	—	—
Arizona	88	13	9	7	25	25	48	7	2	73	3	5	93	12
Utah	85	51	31	7	2	19	70	10	3	80	2	1	99	42
Nevada	85	75	75	25	5	15	75	5	5	75	5	5	85	—
Hawaii	90	43	30	3	—	30	75	1	1	40	1	1	95	—
British Columbia	59	32	12	2	—	6	76	4	1	82	1	1	104	1

TABLE II. Appliances Sold Per Average Western Dealer in 1952

	Refrigerator	Range	Water Heater	Home Freezer	Room Air Conditioner	Auto-matic Washer	Con-ventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish-washer	Food Waste	Radio	TV*
Washington	35	30	18	10	1	12	12	2	14	10	2	1	37	127
California	39	9	3	17	6	30	14	4	5	15	3	7	46	77
Oregon	40	39	21	15	—	27	20	4	9	21	3	1	74	21
Pacific Coast	38	14	6	16	2	28	14	4	6	15	3	6	48	77
Montana	—	6	2	—	—	—	—	—	—	—	—	—	—	—
Idaho	16	15	13	7	1	7	3	2	3	3	2	1	17	—
Wyoming	43	18	4	8	1	10	30	4	5	11	3	2	55	2
Colorado	22	8	4	6	1	11	14	2	1	12	2	2	42	10
New Mexico	33	7	2	8	2	15	38	2	1	—	3	1	—	—
Arizona	29	3	2	12	8	11	10	1	1	1	2	1	26	20
Utah	15	11	7	8	2	9	9	3	3	14	1	1	22	12
Nevada	16	6	4	7	3	12	12	3	3	8	3	2	17	—
Intermountain	20	10	5	8	3	9	9	2	3	8	2	1	24	9
11 Western States	33	13	6	14	3	23	13	4	5	13	3	5	41	61
Hawaii	24	18	15	7	—	10	7	2	3	9	3	3	8	—
British Columbia	70	16	10	4	—	5	26	1	1	31	1	1	65	3

*TV figures are reported only by those areas which receive signals and do not represent state averages. New Mexico, with a station at Albuquerque, omits these figures.

PACIFIC COAST

dealer leagues. Seattle City Light offers a \$55 bonus for three wire service where a new electric range and an automatic water heater with a tank of 50-gal. or more are involved, \$30 for range only, \$25 toward wiring and plumbing for approved type water heater alone. The payment is also given where the new heater replaces a side-arm type. Of the three Hawaiian companies reporting, the Hilo Electric on the island of Hawaii does no merchandising. The Hawaiian Electric, serving the main island of Oahu, sells through a separate subsidiary company, while the Maui Electric sells direct. The British Columbia Electric Co. does no direct merchandising.

Saturation Matches Use

Closely allied to kw.-hr. consumption figures are the reported saturations of appliances, particularly significant being the extensive use of electricity for cooking and water heating. Air heating is also an important factor in increasing the annual domestic consumption and there is some evidence that electrical heating of homes is on the increase, in spite of the efforts made by the various high-use companies in the Northwest and in southern Nevada to discourage its spread.

Range and water heater saturation figures as was to be expected, are high in the Pacific Northwest and in southern Nevada.

Highest saturation for ranges is reported by Seattle, with 83 percent of the homes now doing their cooking electrically. Tacoma and Cedar City, Utah, report 80 percent. The Idaho Power Co. serves an electric range in three out of every four homes, while one out of two families cooks electrically in Utah Power & Light territory. Washington Water Power range saturation is 70 percent. This company serves even more water heaters than ranges, reporting a water heater saturation of 74 percent, high for the Coast. The Portland General Electric and the Pacific Power and Light Co. are high in both range and water heater saturations. Average saturations by states for the various appliances are given in Table I.

Number of Dealers Increases

Reports on the numbers of dealers from the companies reporting show an overall increase for the 11 western states of 4.8 percent, contrasting with the drop of 4.9 percent last year. It seems apparent that the increased area served or about to be served by television in the West accounts for much of this upswing. Washington, Montana, Wyoming, Colorado and Utah report a drop in the number of dealers—all other western states are

(Continued on page 272)

Despite an 8.8% drop in dollar sales, western utilities report that dealers, with an average of 467 customers each, are benefiting from a 5% increase in wired homes, continuing prosperity and growing acceptance of the new appliances

TABLE III. Percent Increase or Decrease Unit Sales 1952 vs. 1951
(39 Companies reporting both years)

	Refrigerator	Range	Water Heater	Home Freezer	Room Air Conditioner	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish-washer	Food Waste Disposer	Radio	TV
Pacific Coast	-4	-2.4	-12.4	+52.7	-0.8	+7.3	-12.9	-22.1	+27	-13.9	-3.6	+17.9	+8.3	+9
Mountain	-11.5	-8.1	+12.3	+20.2	+14.6	+4.9	-4.7	-8.6	+26.7	+20.5	+27.8	-0.5	-0.7	+28.2
11 Western States	-5.2	-3.7	-6.9	+47.2	-0.9	+6.4	-11.3	-20.2	+26.9	-10	-0.5	+16.7	+7	+12.7
Hawaii	-17.6	-28.5	-20	same	—	-50	—	—	—	—	—	—	—	—
British Columbia	+72.6	-3	+12	+420.3	—	+34.7	+7.3	-13.1	+28.6	+50.9	-15.2	+54.8	+14.5	+289.3

TABLE IV. Change in the Pattern of Selling for the Average Western Dealer
(Figures in Percent of Total Sales)

	Year	Refrigerator	Range	Water Heater	Home Freezer	Room Air Conditioner	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish-washer	Food Waste Disposer	Radio	TV
Washington	1952	13.8	10.4	3.5	4.2	0	6.6	2.7	1.1	4.5	1.6	1.5	0.9	4.2	45.0
	1951	14.0	11.7	3.5	4.1	0	9.0	4.8	1.8	3.3	2.0	1.5	0.9	7.7	35.7
California	1952	18.6	4.2	0.7	8.0	1.4	11.4	2.6	1.1	2.1	1.9	1.5	1.7	6.2	38.6
	1951	22.4	4.5	0.7	4.6	2.1	10.2	5.8	1.6	1.4	2.3	1.6	1.3	6.0	35.5
Oregon	1952	21.4	19.1	4.7	7.5	0	10.8	5.3	1.1	3.9	2.6	1.5	0.2	10.6	11.3
	1951	22.4	21.3	4.7	6.2	0	10.4	6.1	1.6	4.5	5.3	1.6	0.3	15.2	0.4
Pacific Coast	1952	18.7	6.3	1.2	7.3	0.6	10.3	3.4	1.1	2.4	1.8	1.5	1.2	6.3	37.9
	1951	22.1	8.6	1.2	4.8	0.8	10.1	5.8	1.7	1.9	2.6	1.6	1.3	7.9	29.6
Idaho	1952	26.9	23.0	9.0	10.9	0.7	8.8	2.5	1.7	4.0	1.2	3.0	0.7	7.6	0
	1951	33.0	25.0	7.3	7.3	0.7	7.3	2.9	1.9	3.2	1.5	1.9	0.8	7.2	0
Wyoming	1952	35.7	13.8	1.4	6.2	0.3	6.3	12.4	1.7	3.3	2.1	2.3	0.7	12.1	1.7
	1951	38.9	15.4	1.4	6.3	0.6	5.1	11.3	2.1	2.7	1.9	2.3	1.0	11.0	0
Colorado	1952	27.2	9.1	2.0	7.0	0.5	10.3	8.6	1.2	1.0	3.5	2.2	1.0	14.0	12.4
	1951	39.5	11.4	1.8	5.5	1.1	6.6	10.6	2.5	1.8	3.4	2.0	0.9	12.9	0
New Mexico	1952	28.3	5.5	0.7	6.4	0.7	9.6	16.2	0.9	0.5	2.9	2.2	0.3	11.5	14.3
	1951	21.7	5.0	0.8	4.2	0.4	12.9	10.0	0.9	0.7	5.8	0.8	0.4	23.0	13.6
Arizona	1952	31.2	3.0	0.9	12.0	3.2	8.9	5.3	0.5	0.9	2.6	2.1	0.4	7.4	21.6
	1951	31.1	3.8	0.8	5.9	4.0	10.3	1.0	0.5	0.8	2.4	3.9	0.4	8.7	26.4
Utah	1952	20.3	13.7	3.9	10.2	1.0	9.1	6.0	2.0	3.3	4.4	1.2	0.5	8.0	16.4
	1951	24.7	17.6	3.4	9.0	1.1	8.3	6.9	2.1	2.2	3.2	1.2	0.6	7.3	12.4
Nevada	1952	27.6	9.1	2.7	10.9	1.8	14.9	10.0	2.4	4.0	3.1	4.6	1.4	7.5	0
	1951	39.2	18.0	6.6	1.7	0.7	12.0	9.7	0.9	1.5	2.5	1.6	0.7	4.9	0
Intermountain	1952	27.1	12.4	2.8	10.1	1.6	9.1	6.1	1.4	3.2	2.5	2.5	0.5	8.6	12.1
	1951	31.3	15.5	3.0	6.3	1.7	8.3	5.2	1.5	2.4	2.6	1.9	0.5	9.3	10.5
Western States	1952	19.2	7.0	1.4	7.7	1.0	9.9	3.8	1.1	2.6	2.0	1.8	1.0	6.8	34.7
	1951	22.2	9.3	2.2	4.9	2.0	9.6	5.3	1.4	2.1	2.6	1.7	1.1	7.4	29.0
Hawaii	1952	31.3	21.5	8.2	8.6	0	9.8	4.6	2.0	3.2	2.8	3.6	1.6	2.8	0
	1951	32.1	26.4	8.5	7.5	0	8.5	6.8	0.9	1.6	2.4	0.9	0.8	3.6	0
British Columbia	1952	49.4	10.4	2.9	2.6	0	2.7	9.2	0.3	0.6	6.6	0.6	0.3	12.3	2.1
	1951	41.9	15.6	3.8	0.9	0	2.3	12.0	0.5	0.8	4.9	0.9	0.4	15.0	1.0

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737T17, brown plastic



THE WENDELL
752T21, blond finish
751T21, mahogany



THE AMHERST
736T17, brown plastic



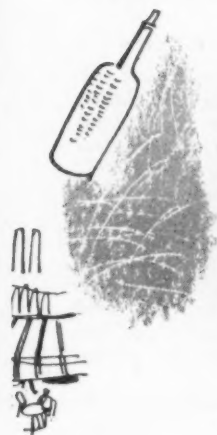
THE RUXTON
750T21, mahogany finish



THE FULLERTON
740T21, mahogany



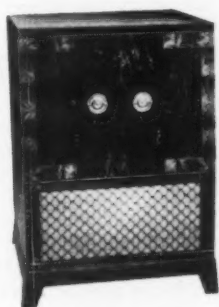
European Holiday



THE WINSFORD
753K21, mahogany finish



THE LELAND
755K21, blond finish
754K21, mahogany



THE GILBERT
756K21, mahogany finish
757K21, blond



THE SANFORD
759K21, blond
758K21, mahogany



THE HALESWORTH
742K21, mahogany
743K21, blond



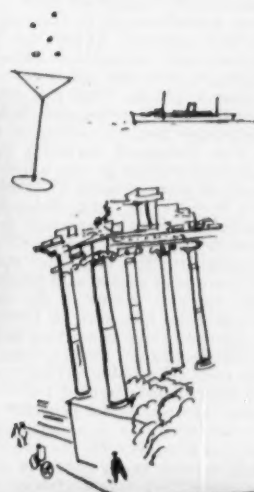
THE WENTWORTH
730C21, mahogany



THE RANDALL
746K21, mahogany
747K21, blond



THE MADISON
688K24, mahogany



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The Tecumseh hermetic is exactly engineered to the particular cabinet in which it is installed. This is usually the result of many months of careful engineering tests to make sure it will give long, dependable service. Our engineers, concentrating on compressor design only, work closely with more top engineers and production men in every branch of the industry than any other manufacturer. Long experience in compressor design and production plus this daily contact with the best brains in the industry make the Tecumseh hermetic the last word in compressor design.

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1952 On The Pacific Coast

CONTINUED FROM PAGE 269

in the plus column. One of the major companies of Oregon supplies a major clue when it reports that up to a few months ago the number of dealers in its territory was markedly down from last year, but that since the ban on TV had been lifted, many new stores had opened in anticipation of the new market, more than making up the difference. Increased power for existing stations, which has extended the fringe areas of reception, has also encouraged the opening of stores in rural areas and small towns. At any rate, the Pacific Coast reports 7,224 dealers, up 6.83 percent over the comparable figure of 1951. The Intermountain area reports 3,580 dealers, more by 1.7 percent than the total of a year ago. Hawaii has 192 dealers on three islands, an increase of 4.7 percent. British Columbia reports 482 dealers, 0.8 percent less than in 1951.

Customers Per Dealer

The average number of residential customers per dealer reported was 563 for the Pacific Coast, 257 for the Intermountain area and 467 on the average for the eleven western states. Highest figure is from California, where 628 customers per dealer is the rule. Hawaii reports 455 customers per dealer, British Columbia 421. In California, figures for five major utilities which are known to keep accurate dealer records, show 643 customers per dealer. Fewer of the companies which merchandise keep accurate dealer figures, but one such Colorado utility, which sells appliances but also receives monthly dealer reports, indicates 193 customers per dealer. From New Mexico, one utility which does not merchandise says there are 579 customers per dealer in its area, while another which does limited merchandising reports 433. More illuminating, perhaps, is the fact that 1952 figures show a few less customers per dealer on the average for the Pacific Coast states than in 1951, while Intermountain figures were considerably up. Table II shows the number of appliances sold by the average dealer by states.

1952 Sales Vs. 1951

Comparison of unit sales as reported by 37 companies in the eleven western states for both 1952 and 1951 show that freezers, automatic washers, clothes dryers, food waste units, radio and television sets sold at a better rate this year than last, while all other appliances were down. In Hawaii, as revealed by the one company which reported for both years, the pattern was relatively the same, except that freezers did not do more than hold their own. No comparative figures are available in the islands for any but the major appliances. British Columbia, where the utility keeps very accurate records from monthly dealer reports, is the bright spot of the Coast, with most appliances in the plus column, ranges being the only important item to show a slight drop. Dish-

washers and ironers, neither of which are large sellers in this area, were also down. Percentages are shown in Table III. More detailed figures by states will be given in a discussion of the individual appliances.

Dollar Sales Drop 8.8 Percent

When unit sales are reduced to dollar sales per dealer for the various areas, it appears that the average dealer on the Pacific Coast did a business of about \$61,000 during 1952 in those appliances reported, which was 13 percent less than his last year's business in the same appliances. The Intermountain dealer did a \$23,000 business, which was 2.6 percent better than a year ago. For the eleven western states the year's total was \$51,000 per dealer, off 8.8 percent from last year.

Differences between areas are to be considered in the light of the lower number of customers per dealer reported from the Intermountain area and may indicate that a different type of dealer has been included in some of the reports from that area. All three Coast states are in the minus column as regards this year's sales compared with last, California being least affected, with a 10 percent drop. In the Intermountain area, Montana, Colorado and Arizona sold less than last year—all others report higher sales. Utah was a mere 1.5 percent up, Arizona only 1.8 percent down. Hawaii was down 20 percent, with the average dealer selling \$23,000 worth of appliances in 1952. British Columbia sales averaged \$42,250 per dealer, a 40.4 percent increase over the year previous.

Changing Pattern of Selling

Reduction of unit sales to their dollar values permits an overall analysis of the changing pattern of selling. Freezers, automatic washers, clothes dryers and television are becoming more important factors in the dealer's sales picture, while refrigerators, conventional washers and radios have dropped in importance. The accompanying table shows very accurately what is happening in various types of territory. Where television is well established this item has risen to be the most important, dollar-wise, in the dealer's sales picture, in some areas accounting for 40 percent of his annual total sales. Refrigerators, while maintaining relatively the same importance in non-television areas, have dropped from an average of 38 percent, to about 18 percent in comparative importance where television is sold. Radio sales have dropped slightly in television areas from a relative numerical standpoint, but have increased where there was no such competition. Freezers have gone up in importance in every area reporting, the increase being highest in Arizona, where this appliance now accounts for 12 percent of the dealer's business. Automatic washers far exceed the conventional type in most areas, although in

(Continued on page 274)



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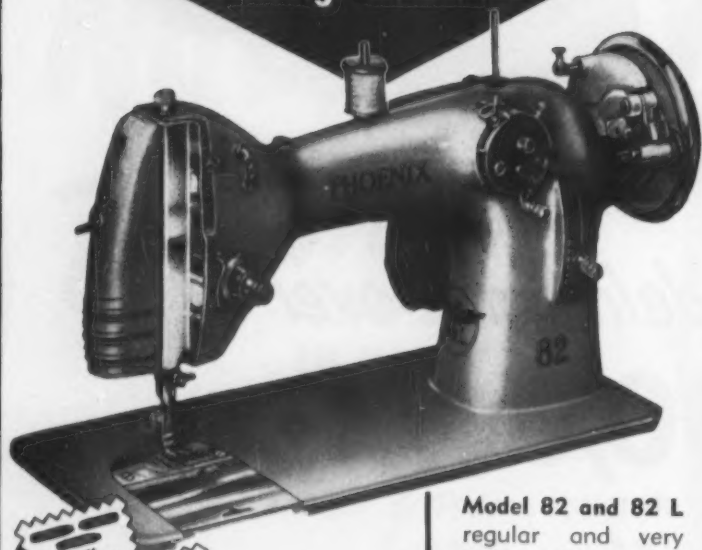
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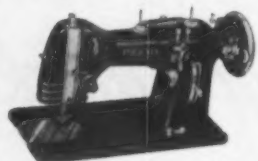
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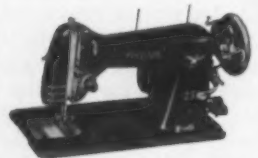
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1952 On The Pacific Coast

CONTINUED FROM PAGE 272

Wyoming, New Mexico and British Columbia the wringer-type machine still sells in larger numbers, and brings in a larger income to the dealer. More electric dishwashers were sold and they account for a larger proportion of dealer sales in most areas, although they fell off slightly in British Columbia where this appliance still has little acceptance. Clothes dryers doubled in importance in the Hawaiian area, and went up by one third in the Pacific Coast states. Naturally enough they were of little importance in the desert-climate areas of the southwest. See Table IV for details.

Sales and Saturation by Appliances

Refrigerators. A significant change in the dealer selling picture during the past year was in the relative importance of refrigerators. Still the second largest volume producer (TV has now taken first place), it nevertheless dropped slightly both in volume and in importance in most areas as compared with other years. Unit sales and sales per 1,000 customers were down everywhere except in British Columbia, Arizona and some parts of New Mexico. Washington was about the same in unit sales, down slightly in sales per 1,000 customers. Most remarkable job was done in British Columbia, where the two divisions of the B.C. Electric report their dealers sold 75 percent more refrigerators than in 1951. This is perhaps to be associated with the present low saturation of 59 percent, as well as general business prosperity of that area. Saturations in the western states run from 75 to 96 percent. On the basis of sales per 1,000 customers, British Columbia led with 168, followed by Wyoming and Oregon with 136 and 133 respectively.

Ranges. Range selling was off by 3.7 percent in the area as a whole, but was reported up in Washington, Idaho and Wyoming. Unit sales of ranges and sales per average dealer were highest in Washington, relatively low in Arizona and Colorado. Highest saturation is reported by Seattle City Light, where 83 out of every 100 homes cooks electrically. The entire Pacific Northwest is a high-use area for ranges, as are also many areas of Utah, Nevada, Idaho and Montana. Competition of low-priced natural gas has been a limiting factor in those states where saturations are low.

Water Heaters. Water heater sales were up in the Intermountain area, but off 3.7 percent in the West as a whole. Highest sale per 1,000 customers was in Idaho, where 75 water heaters were sold for every 1,000 homes served. Washington, Idaho and Wyoming were up in unit sales over 1951. Highest saturation figures are reported from Caliente, Nevada and from Spokane, Wash., where the Washington Water Power Co. reports a water heater saturation of 74 percent. When sale of water heaters, past and present, is compared to the sale of electric ranges, we find that an almost equally good job in the past has been done in Washington, Ore-

gon, Idaho and Utah, where one water heater is owned for every 1.1 range.

The small company reporting saturations in Nevada sold one water heater for every range sold, as it reports equal saturations for the two appliances. Hawaii homes own one water heater for every 1.4 ranges. In the rural areas of Arizona the ratio is 1 to 1.3; in New Mexico, 1 to 1.7, in California, 1 to 2. British Columbia homes own a water heater for every 2.6 ranges, Montana 1 to 4, Wyoming 1 to 6.

Last year the pattern of selling was somewhat changed and Idaho, Hawaii and British Columbia led with one water heater sold for every 1.2 ranges. Arizona, Nevada, Washington and Utah sold 1 to 1.4, 1.5, 1.6 and 1.7 in that order. Colorado sales were 1 water heater to every 2 ranges, California 1 to 3, Montana 1 to 3.1. Oregon, which sold the second highest number of water heaters per 1,000 customers, with 70, sold 1 to every 5 ranges, Wyoming one to 5.1. New Mexico was low with one to 9.2 ranges, and low in unit sales as well.

Home Freezers. Food plans took over the home freezer selling pattern, starting in southern California and spreading rapidly elsewhere. A particularly good job was done in California, where sales averaged 17 per dealer, 49 per 1,000 customers. Idaho is not far behind with 40 per 1,000 customers, and Arizona with 39. Nowhere has the dollar value of freezer sales yet topped that of refrigerators for the average dealer, but in California it has risen almost to the half-way mark and in the West as a whole it is better than one third. Unit sales of freezers are reported about the same from Hawaii, up elsewhere, with Colorado the only western state showing a drop. Even so it was under the reported drop on other appliances, so that the relative value of the freezer in the dealer picture was up better than one third even in this area.

Room Air Conditioners. Figures on saturation and sale of room conditioners vary widely in different parts of the West. With this equipment advertised variously as "cool as a Rocky Mountain (or ocean) breeze", neither the mountainous portions of the Intermountain area nor the Coast offer good markets for cooling devices. On the other hand, the desert-climate areas of Arizona, the central California valleys and portions of Utah, Colorado and Nevada have sold both evaporative coolers and refrigerated air conditioning. Highest saturation figure is from Arizona, which reports one home in four air cooled.

In those areas lying wholly in the desert, saturations as high as 95 percent are reported. Unit sales are high in Arizona and California, with 24 and 9, respectively, sold per 1,000 customers. Compared with 1951, sales were up in Idaho, Wyoming, Colorado, Arizona and Utah, down in varying amounts in other areas reporting.

Washers. Sales of automatic washers
(Continued on page 276)

Faster **FREEZING**

**THIS OUTSTANDING REVCO FREEZER FEATURE
ACCLAIMED BY CHILL CHEST DEALERS... SETS
NEW FREEZER SALES RECORDS EVERYWHERE**

**FASTER FREEZING FROM TOP-TO-BOTTOM
MORE USABLE FOOD CAPACITY PER CUBIC FOOT
EXTREMELY LOW COST OPERATION!**

NEW COMPRESSOR
By Tecumseh
Revolutionary
No Condenser Clean-
ing Required in the
New '53 Chill Chest
Models. No fan noise.



Act Now...

Join the fast growing Revco Family of Independent Appliance Dealers who benefit by a Hi-powered selling and advertising program that insures profit margins you'll like too! Revco Distributors don't have to hi-pressure sell this great Revco Freezer Line. Dealers everywhere soon recognize their choice of the Revco Line as the best deal they ever made. The great new '53 Line promises to far surpass previous sales, so Act Now . . . WIRE, PHONE or WRITE for name of nearest Revco Distributor!

REVCO INC. • DEERFIELD, MICHIGAN



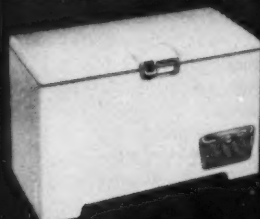
The Line to Sell in '53!



**Reinforced
Aluminum
Food Compartment
Rust Proof...Chip Proof
Bonderized**



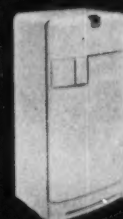
CHILL CHEST 8



CHILL CHEST 15



CHILL CHEST 23



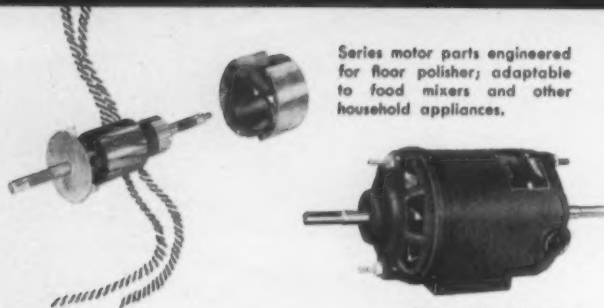
REVCO
UPRIGHT
11

You Can Feature
Long Motor Life

when the appliance
is powered by a . . .

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**



Series motor parts engineered
for floor polisher; adaptable
to food mixers and other
household appliances.

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 37 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY
KENT, OHIO

In Canada: Lamb Electric —
Division of Sangamo Company Ltd. — Leaside, Ontario



Lightweight universal
motor for portable
devices requiring
a self-ventilated,
high-speed motor.



Compactly designed turbine
provides dependable
operation for canister-type
vacuum cleaner.

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**

1952 On The Pacific Coast

CONTINUED FROM PAGE 274

were up by 6.4 percent in the West as a whole and markedly up compared with conventional washers, which dropped 11.3 percent in the same area. Washington, Utah and Hawaii were in the minus column, all other areas up. Nowhere do saturations of automatic washers rise above those of the conventional type, although the Coast Counties Gas & Electric Co. in California reports an equal saturation of 35 percent each, while the California Electric reports a 50 percent figure for each type. New Mexico, Wyoming, and British Columbia are still primarily conventional washer areas. In Washington and Nevada, sales about balance between the two types. Hawaii has now swung over into the predominantly automatic column, while Idaho reports a better than 2 to 1 preference for the automatic type. California sold five automatics for every three of the conventional type.

Ironers. Ironer sales were down everywhere except in Idaho, Arizona and Nevada. In the past the best selling job has been done in Idaho, which reports a saturation of 20 percent, and in Washington and Colorado, which have average saturations of 18 percent. One or two small areas report as high as a 30 percent saturation. The Pacific Gas and Electric Co.'s territory in northern and central California has a 14.8 saturation.

In California clothes dryer sales caught up with ironers numerically, and they passed them from the standpoint of dollar return to the dealer in most areas of the West. Shortage of certain favored makes of ironers during the early part of the year was credited with part of the drop in selling, but sales still seem to lag even with the period of short supply now a thing of the past.

Dryers. Dryers, like evaporative coolers, find acceptance largely on the basis of climate. Highest saturation in the West is reported from Idaho, with understandably low saturations in Arizona and the Southwest. Wyoming reports an average saturation of 9 percent. Sales are reported down in Wyoming and Colorado, the same as last year in Oregon, and up in all other areas. Average increase for the 11 western states is 26.9 percent, with a similar 28.6 percent increase in sales in British Columbia, indicating that saturations in this area will be higher before long. Hawaii reports no sales of importance of this appliance.

Vacuum Cleaners. Reports of vacuum cleaner sales are only partial and figures on this appliance are not to be too greatly trusted, but all indications point to the fact that sales fell off in several important western market areas. Those companies reporting from all parts of the West show an overall 10 percent drop in sales. However, Idaho, Arizona, Utah, Nevada and British Columbia are in the plus column. Washington sales were about the same as last year. The Intermountain area as a whole showed an increase of 20 percent, as against an 11.9 percent drop for Cali-

fornia and 13.9 percent for the Pacific Coast as a whole. Saturations of this appliance run high, for the majority of the companies reporting, between 70 and 90, so that most sales are replacements, or add a second instrument to that already owned in the home. This appliance maintains a steady ratio of relative importance in the total dealer sales picture.

Dishwashers. Dishwashers were among the new items with low saturations and growing acceptance. During the year sales were up in the Intermountain area, down on the Coast, maintaining practically an even level when the entire eleven western states are considered. British Columbia has not yet paid much attention to this appliance. Highest saturation figures are in Washington and Wyoming, with Colorado next. Highest sales per 1000 customers were reported from a small company in Nevada, followed by Oregon, Idaho and Wyoming, in that order.

Food Waste Units. Numerically the sale of food waste units exceeded that of dishwashers in such important areas as California and Arizona, which also had high sales per 1,000 customers in this appliance. Sales were up 17.9 percent on the Pacific Coast, down 0.5 percent in the Intermountain area, which gave a 16.7 overall increase for the 11 western states. This item represented about one percent of the total volume of dealers' sales in the West from a dollar standpoint.

Radio Sets. Radio sales for the West as a whole were up by 7 percent, although the Intermountain area showed a small drop of 0.7 percent. Television sales seem to have had little effect in lessening the demand for radio. California, for instance, shows a 12.9 percent rise in unit sales; Utah is up 3.9 percent. Both are TV areas. This argues well for the maintenance of sales levels as the number of television stations and of areas served increases. Saturations are near 100 percent in all areas and in some instances are reported as better than one instrument per home.

Television Sets. Unfreezing of TV channels and allotment of permits for stations has probably been a factor of more importance to the West than to most other sections of the country. Last year Colorado, Oregon, Montana, Idaho, Wyoming and Nevada were all without television. This year finds Denver already showing important sales, Portland selling a considerable number of sets and struggling with the UHF problem.

Prospects are for two stations to go on the air in El Paso before long, bringing the southern portion of New Mexico within the area served. Increase of power for existing stations has meant considerable expansion of fringe reception areas, which means that more dealers are stocking and selling sets. Immediate effect of this increase in area is to lessen rather than increase the apparent saturation (Continued on page 282)

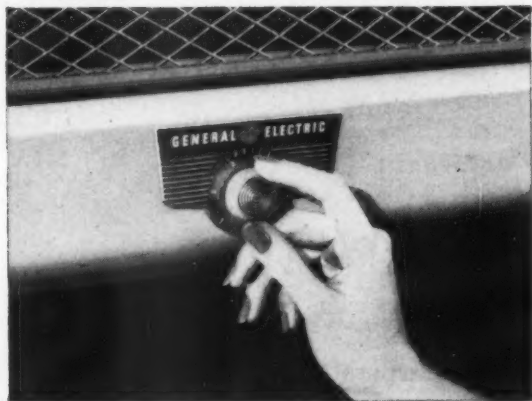
NOW! Automatic Temperature Control at no extra cost!

NEW 1953

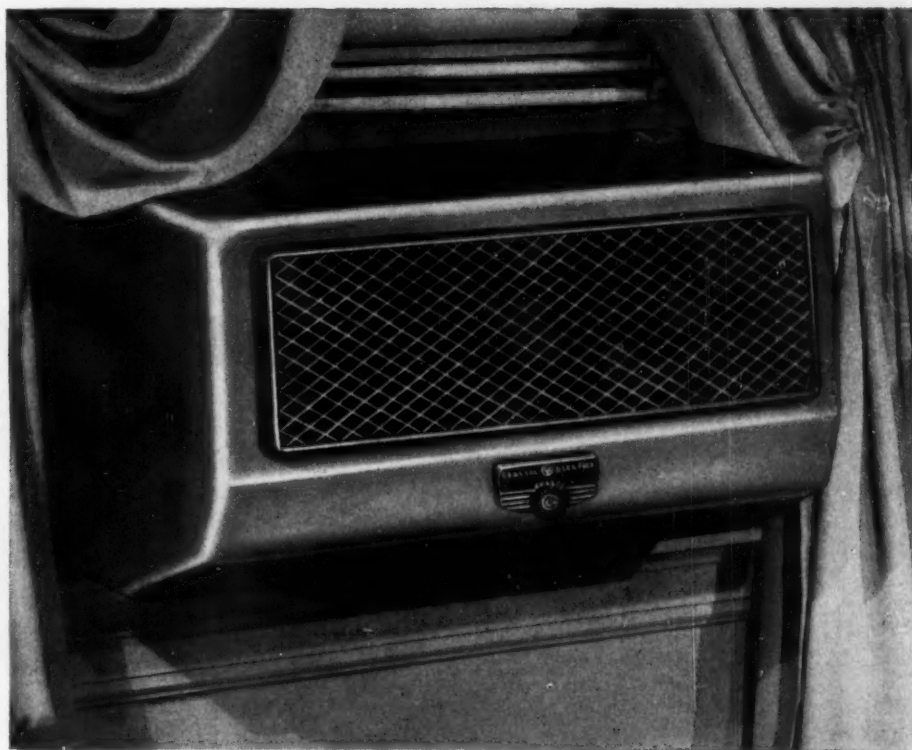


ROOM AIR CONDITIONER

New luxury feature at no extra cost to you gives G-E extra sales appeal



SINGLE KNOB IN FRONT OF UNIT permits user to adjust cooling effectiveness. Thermostat turns cooling unit off or on as room temperature requires.



Special financing plans, giant sales support program to help dealers start selling early!

G. E. HAS THE PRODUCT. Automatic temperature control—built-in at the factory at no extra cost to you...extra-quiet operation... Walter Dorwin Teague styling...full rated capacity...G-E five-year protection plan...easy installation...3 no-draft air directors. All these and many more features mean you'll be in the money if you sign up with General Electric for '53. Two popular models— $\frac{1}{2}$ - and $\frac{3}{4}$ -ton capacity.

G. E. HAS THE PROGRAMS. To help you get started early—your General Electric distributor may extend unusually favorable floor-plan terms. Ask him to help you plan your sales program...stock up early at low cost...train your sales and service men...get your advertising and promotion off to an early start.

G. E. HAS THE ADVERTISING AND PROMOTION. Powerful pre-tested advertising in LIFE Magazine...hard-hitting key market promotions...practical cooperative allowances...sturdy display stands...top-notch literature...TV and radio spots...full-color movie trailers. Put it all to work—now—while you can get started early and profitably!

G. E. HAS THE NAME. Most important of all—G. E. has a quarter-century's experience in refrigeration and air conditioning—and *your customers know it.* Don't wait till you have to sign up with an unknown brand to get in this year's race for profits—sign up now with the long-time leader in refrigeration and air conditioning—General Electric. Call your G-E distributor today! General Electric Company, Louisville 2, Kentucky.

You can put your confidence in—

GENERAL  ELECTRIC



Here's the new Bendix Laundry Appliance you've been hearing all the rumors about. It's taken years of development, but brother, it's worth it! All I say is "SEE IT FOR YOURSELF!"

BENDIX

HOME APPLIANCES

ANNOUNCES THE

DUOMATIC

COMBINATION

WASHER-DRYER

The Bendix Duomatic heats the water . . . washes the clothes . . . triple rinses . . . extracts the water . . . and then dries the clothes ready to wear, to iron, or to put away.

JUST THREE SIMPLE STEPS:

- 1. Put in the clothes**
- 2. Add soap or detergent**
- 3. Set the dials**

and clothes are dried, as well as washed, AUTOMATICALLY.

No venting—New Bendix Cycle-Air Drying conditions its own air . . . washing heat, lint and moisture down the drain.

No bolting down—costs no more to install than a separate washer and dryer.

The Bendix Duomatic is the most sensational appliance since the first automatic washer . . . which was, of course, a Bendix too.



It's the world's first and only combination washer-dryer . . . it's the Bendix Tumble-Action Washer and the Bendix Tumble-Action Dryer—all-in-one!

See the DUOMATIC demonstrated at your BENDIX distributors'!

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp., South Bend, Indiana

ELECTRICAL MERCHANDISING—JANUARY, 1953

*For another great, new
BENDIX announcement,
please turn the page.*



These beautiful kitchen appliances are so new—so distinctive in features and design that they deserve the name BENDIX. We'll create a market for them with typical Bendix promotion and advertising, too!

BENDIX

HOME APPLIANCES

ANNOUNCES A GREAT NEW LINE OF

KITCHEN

APPLIANCES

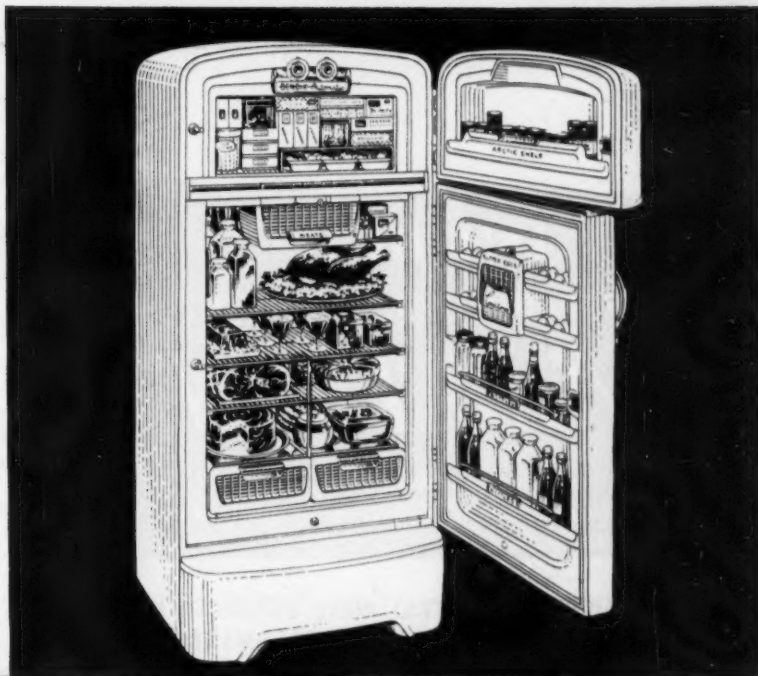
Bendix invented the Workless Washday. From that day on, Bendix dealers have had more patented features to demonstrate and sell than any other brand ...and that's one of the big reasons for consistently bigger Bendix sales.

Now Bendix Kitchen Appliances—equally advanced in features and design—bring Bendix dealers leadership opportunities with three great, new lines ... Ranges, Refrigerators and Freezers.

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp., South Bend, Indiana

BENDIX REFRIGERATORS

With the patented Bendix "Bonus Door" . . . proven automatic defrosting . . . flexible shelf arrangements. Handsome "Cool-Tone" interiors—absolute tops in color and beauty.

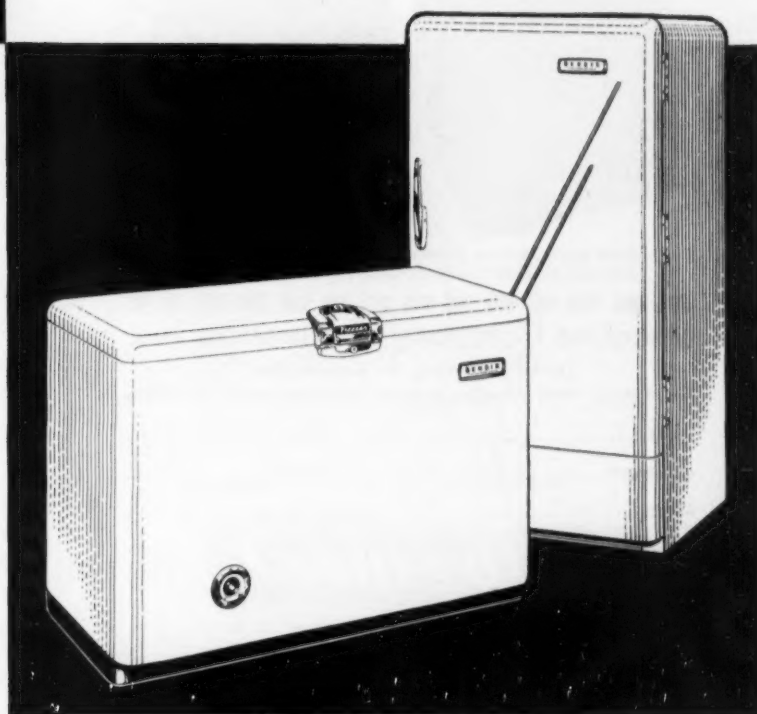


BENDIX ELECTRIC RANGES

With exclusive "Circalite" Push-Button Color Controls . . . the easiest method of cooking ever devised. Completely automatic. Divided top. "Fast-Heat" units for high-speed cooking.

BENDIX FREEZERS

The Bendix "Food Saver" Freezer—superb design in both upright and chest type models. Leads the field in quick-freezing capacity and other sales making features.



IT'S HERE!
\$79.50 ITEM THAT SELLS ITSELF . . .
VOCATRON
U. S. & Foreign Patents Pending
The Portable, "Wire-less" Intercom
for Offices, Homes, Hotels, Farms, Institutions

**ONE OF THE GREATEST NEW SOURCES OF
DEALER PROFITS SINCE TELEVISION!**

VOCATRON's unique advantages give it a sales appeal and market far beyond most inter-communication systems—reflected by literally thousands of inquiries and actual sales from such diverse groups as home owners, business offices, industrial plants, doctors, dentists, schools, hospitals, warehouses, farmers, garages, restaurants, governmental departments, and many, many others.

These customers and prospects find in VOCATRON a versatile, economical, and convenient inter-com system . . . one that requires no special wiring, no installation, and which may be used for a wide variety of practical purposes. That's why it's a natural, virtually automatic seller—why you, too, should "plug in VOCATRON" for increased sales in the year ahead.

**BACKED BY HEAVY AD AND
MERCHANDISING CAMPAIGN**

Backed by the enthusiastic response of both consumers and dealers, Vocaline Company has launched a national advertising, publicity and merchandising campaign to create further interest in VOCATRON and help dealers on the local level: Lead-getting ads in BUSINESS WEEK, NATION'S BUSINESS, MANAGEMENT METHODS, FORTUNE, NEWSWEEK, WINDOW DISPLAYS . . . COUNTER CARDS . . . MAILING STUFFERS . . . SPECIAL BROCHURES . . . DEALER CATALOG:

Get all the facts about VOCATRON. Return the coupon below for complete information. Do it . . . today!

Standard Model CC-2 talk-listen units retail at \$79.50 a Pair—extra units \$39.75 each. Extra durable gray plastic. Both Models slightly higher in the Far West.



Special Model CC-25 talk-listen units (for longer-range operation, greater sensitivity) retail at \$97.50 a Pair—extra units \$48.75 each. Extra durable mahogany plastic with handle and De Luxe knobs.

Liberal dealer discounts, based on quantities purchased. Ask your wholesaler for facts about VOCATRON, or send coupon below.

Vocaline Company of America, Inc.

355 Vocaline Building, Old Saybrook, Conn.

Please send, without obligation, additional information about VOCATRON.

NAME
COMPANY
STREET
CITY ZONE . . . STATE

1952 On the Pacific Coast

CONTINUED FROM PAGE 276

figures. Los Angeles, for instance, has a saturation of 80 percent, San Diego of 74.5 percent and the companies reporting here do not serve much beyond the reception area. But the Pacific Gas & Electric Co., serving all of northern and central California includes many fringe and blank areas in its overall saturation figure of 31.2 percent. Figure for the state as a whole is 45 percent. Reports from individual companies are more illuminating than any attempt at state averages.

Unit sales of sets were reported 33 percent off in the Los Angeles area, but the booming sales of the last few months of the year will probably have ironed out that figure somewhat. The P.G. and E. predicts that television sales in northern and central California will be 30 percent up by the end of the year. Television sales for the Pacific Coast were up 9 percent, for the Intermountain area up 28.2 percent and for the West as a whole up 12.7 percent. British Columbia, which reported a marginal sale last year, expected to better than triple that figure during 1952. Nevada, Wyoming and Montana are still in the "no reception" column, but fringe reception areas are constantly widening and new station permits being awarded. In those areas where television is established it already has become number one appliance in the dealer sales pattern, with refrigerators second, washers third, and electric ranges and home freezers in fourth or fifth place, depending on the emphasis of the particular region. Radio comes next on the list with water heaters bringing up the rear. At present these seem to constitute the dealer's "major appliance" group.

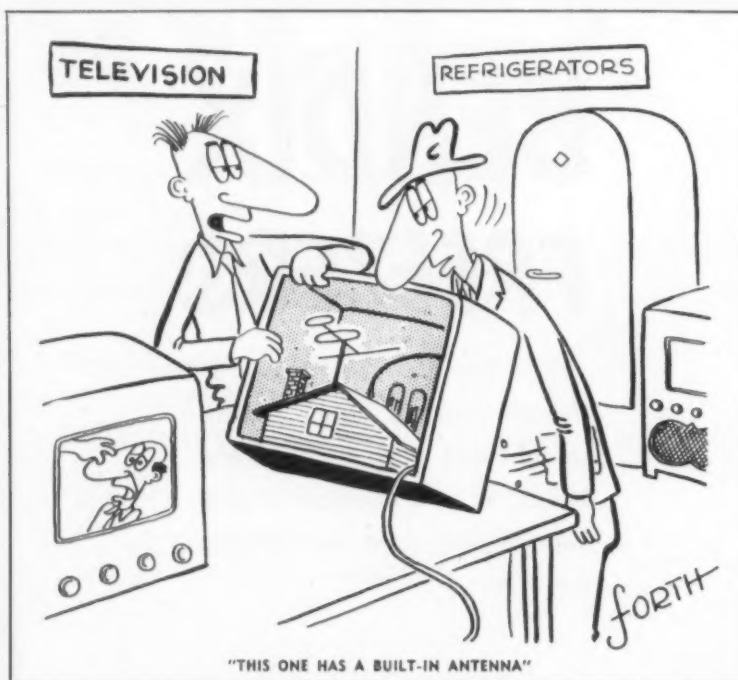
1953 to Be Prosperous in the West

The year 1952 closes with the sales curve up and there are good indica-

tions that conditions will remain relatively prosperous throughout 1953. The Pacific Gas and Electric Co. annually makes a study upon which it bases predictions for the coming year and in the past these estimates have been right to within 1 or 2 percent. Preliminary findings of this study indicate that sales will keep much to their present levels throughout 1953. It is expected that home construction in the central and northern portions of California served by this utility will equal that of 1952 (California continued to lead the nation in construction work during this year). General business will be good, they predict, population is expected to show its now accepted-as-usual three percent annual gain, and in general those factors which make for a steady demand for appliances will predominate.

The fact that steel mills must continue operating at full capacity in order to make up for the lag occasioned by the steel strike of last year is a contributing factor which will tend to carry current prosperity up to and through the close of 1952. They expect that sale of freezers, clothes dryers and television sets will set new records. Range sales, which in this area remained relatively stable through 1952, will continue to maintain an even level. Refrigerator sales are not expected to show any further drop and other appliances will continue to sell about as they have during the past few months.

The same factors apply to some extent, at least, to other sections of the West, where continued expansions of the television market will also help to keep up dealer sales. In spite of various gloomy predictions of a possible midyear break originating in other sections of the country, indications in the West seem to favor a good year ahead. End



Here's why COOLERATOR is your Leadership Line for '53!

NEW!

Leadership in Room Air Conditioners

There's real sell in this new line of room air conditioners—in $\frac{1}{3}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 h.p. sizes. Compare these features with any other line!

- Automatic thermostat control at no extra cost.
- Adjustable louvers to eliminate drafts.
- Specially engineered for unusually quiet operation.
- Neutral Mitro-tone decorator finish to blend with any room setting.
- No side vents—draperies can hang, right up next to unit.
- Famous Coolerator Zerolator mechanism with a 5-year warranty.

NEW!

Leadership in Freezers

3 upright models! 3 chest-type models! A size for every family. From 10.5 cu. ft. chest type for apartments or small families up to the big 32.2 cu. ft. upright model.

A complete, quality line.

UPRIGHT FREEZERS

- Cupboard convenience—no stooping or bending.
- Every shelf a fast-freezing plate.
- Handy extra shelves on door.

POPULAR, SPACIOUS CHEST-TYPE FREEZERS

- Separate fast freeze compartment with handy carrying tray.
- Handy baskets and dividers for efficient storage.
- Counterbalanced finger-lift lid.

NEW!

Leadership in Electric Ranges

8 models. Two kitchenette models. Three big low-cost 40-inch ranges—including a double-oven model! And three custom design models.

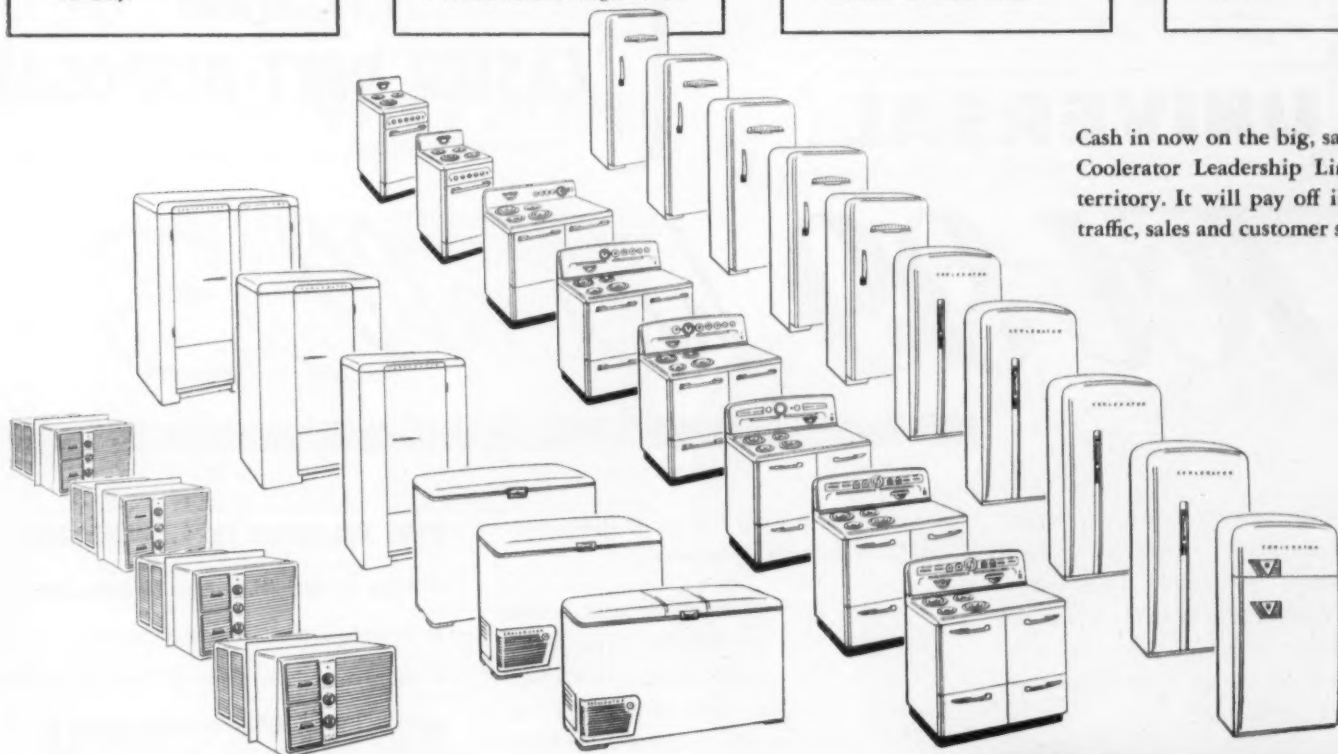
- 7-heat push-a-button Color Guide cooking.
- 5-way automatic control.
- Deepwell cooker that raises or lowers at the turn of a lever.
- Double oven—one King-size, one Economy-size.
- New Radiant Wall heat in ovens.
- 2 Infra-Red broilers.
- 2 big storage drawers.
- Separate appliance outlet.

NEW!

Leadership in Refrigerators

A refrigerator for every customer need—from the 8.1 cu. ft. size up to 12.1 cu. ft. Not one—but *five*—space-saver models. Plus two big-capacity, low-cost models and three custom models.

- Perfected automatic defrost.
- Roll-out shelves.
- Big full-width freezer chest.
- Extra shelves in door.
- Spacious full-width Crisp-O-Lator.
- Built-in Butter Saver.
- Beautiful Glacier Green interior trim.



Cash in now on the big, sales-making Coolerator Leadership Line in your territory. It will pay off in increased traffic, sales and customer satisfaction.

THE LEADERSHIP LINE BY

Coolerator

THE COOLERATOR COMPANY
Duluth 1, Minnesota

AN NTC
ASSOCIATE

Backed by NATIONAL ADVERTISING in

Life • Saturday Evening Post • Time • Newsweek • U.S. News and World Report • Good Housekeeping • McCall's • Better Homes and Gardens • Farm Journal • Household • Sunset • Small Homes Guide

SEE THE COMPLETE NEW COOLERATOR LINE AT THE CHICAGO WINTER MARKET IN SUITE 11-107, MERCHANDISE MART

ELECTRICAL MERCHANDISING—JANUARY, 1953

PAGE 283

Now...take the housewife's word for it!

**IT'S THE POWER
THAT SELLS THE CLEANER!**

56% MORE POWER IN

*Latest Survey of Typical
American Housewives Reveals:*

UNIVERSAL

Jet 99 has all 3

**49.5% WANT
MORE POWER**

**22.9% WANT
EASE OF HANDLING**

**9.1% WANT
EASIER DIRT-DISPOSAL**

*Percentages do not total 100%. 18.5% mentioned other miscellaneous features.

WHAT'S MOST important to **you** in a vacuum cleaner? That's what a recent survey asked typical housewives...95% of them cleaner-owners. Their answer? Almost 50% asked for more **power!** And Universal Jet 99 delivers 56% **more** rated horsepower than the average of the 4 other most popular cleaners in America!

Housewives rated handling ease and dirt-disposal convenience next in importance. There again,

Universal Jet 99 leads! Yes, on **all three** counts, only Universal Jet 99 gives **more!**

That's why 8 out of 10 home trials result in sales! That's why, from coast-to-coast, dealer reports show up to 400% increases in volume since introduction of the amazing Jet 99. So to hit real "pay-dirt" in '53, promote the cleaner with the housewife-proven features, and the dealer-proven sales record... the Jet 99.

PLUS ALL THESE EXTRA FEATURES!

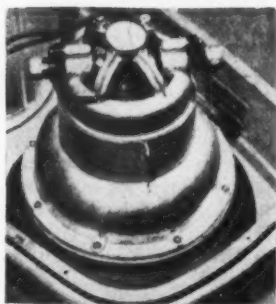
- 4-Way air filter keeps return air clean, pure.
- No air-blast to stir up dust and germs.
- Easy change from suction to blower in seconds.
- Serva-Tool Kit with 99 cleaning uses.
- Built to stand on stairs. Won't tip or slide off.
- Sturdy all-metal Jet 99 is built to last!

from Coast-to-Coast Dealers are Cleaning Up with Universal Jet 99!

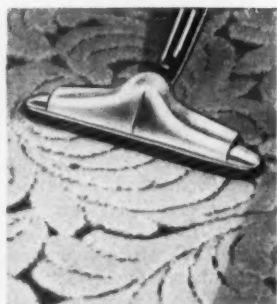
UNIVERSAL *Tet 99*

1. SUPER-POWER . . .

56% More Rated Horsepower than the Average of America's 4 Other Most-Popular Cleaners!



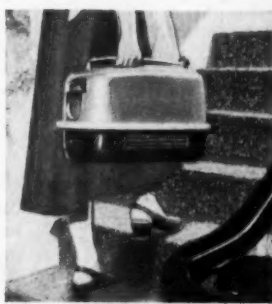
Big 1-horsepower motor out-performs ordinary cleaners with $\frac{3}{4}$ to $\frac{1}{2}$ horsepower. Gets more dirt with air alone, saves wear and tear on rugs!



"Jets" 500,000 cubic feet of air a minute. With amazing Floating Brush, this super-suction rids rugs of lint, threads, hair with a "once-over-lightly."

2. SO EASY TO CARRY . . .

So Easy to Maneuver . . . Upstairs and Down!



Easy to carry as a portable radio. Compact and balanced for effortless carrying all through the house, upstairs and down. Designed to "stay put" on stairs.



G-i-d-e-s with you as it cleans. Pivots on the motor weight with every change of direction. Never gets in the way, ends irritating "hose-fighting."

3. EMPTIES IN 2 SECONDS

Easy, New Push-Button Action!



Just push the button! No clumsy clips, clamps, or motor to lift off. Nothing to take apart . . . nothing to forget, or "wrestle" back into place after emptying.



Just throw the dust bag away! No filters, cans or dust bags to empty. You lift out the "Toss-Away" bag and throw it away! Nothing could be simpler.

America's #1 Cleaner!



UNIVERSAL

Tet 99
\$99⁹⁵

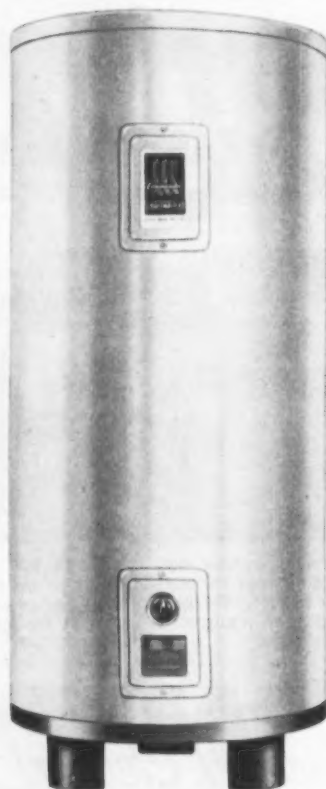
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Advertised in
LIFE

Daily Dividends for Dealers...



for
35
years!



1952 TOASTMASTER Water Heater
Commander Model

For thirty-five years, Toastmaster Water Heater dealers have collected daily dividends in profit, reputation and confidence! You can depend upon Toastmaster products—world-famous and always increasing in consumer preference—to build your reputation as a dealer in appliances of superior performance. Let your Toastmaster* Water Heater distributor show you how you can build a bigger, more profitable business!

TOASTMASTER

AUTOMATIC WATER HEATERS

McGraw Electric Co. • Clark Division • 5201 W. 65th St., Chicago 38, Ill.

*TOASTMASTER is a registered trademark of McGraw Electric Co., makers of Toastmaster Water Heaters, Toastmaster Toasters, and other Toastmaster Products. Copyright, 1953, McGraw Electric Co., Chicago.

Selling the Farmer in '53

CONTINUED FROM PAGE 84

and continue to buy various pieces of labor and time saving equipment.

These figures indicate that some farmers have been buying actively for improvement of the farm home and for making their tasks easier and quicker to accomplish. Moreover, because these families do have this equipment it does not follow that the market is saturated. For instance, 30 percent of these families have a freezer and in a few years these families will want to replace it for a new one or a larger or more modern one. More than half of the families who do not have a freezer rent a locker. These are all conditioned prospects for food freezers. 93 percent own washing machines but 27 percent of them were bought in 1941 or earlier.

During 1951 a survey among Successful Farming subscribers was made to determine their buying activities during the three years May, 1948-May, 1951. These reports (Table IV) show the tremendous amount of improvement which is going on constantly in the better farm homes of America.

What Lies Ahead

We talked earlier in this discussion about the improved efficiency of the high-income farmers. That improvement has been tremendous, and it means they are of particular importance to the electrical industry.

Their continued prosperity is assured by the fact that 20 million more Americans must be fed today than in 1940... 3½ million men in the armed forces must have adequate supplies of food and fibre... our agricultural exports have increased 50 percent over the 1935-1939 average... and the improved standard of living of the American people has raised per capita food consumption 13 percent during this same period.

By 1975 we will have about 190,000,000 people in the country. Feeding and clothing them won't be a case of rubbing a magic lamp and seeing the extra millions of tons of food and fibre appear by magic. It will require all the productive genius our better farmers possess.

Our expected increase in population means that there will be a fifth plate to be filled by 1975, for every four in 1950. Just to place the food on those fifth plates will require, at present production rates, an additional number of pigs equivalent to the 1950 production of Iowa and Nebraska; an extra number of cattle equivalent to all those produced in 1950 in Oklahoma, Texas and Minnesota; an extra number of lambs equivalent to the 1950 crop of Nevada, Wyoming, Utah and Montana; an extra volume of milk equal to that produced in 1950 in Wisconsin, Michigan and New York; and an increase in number of eggs equal to those produced in California, Kansas, Missouri, Illinois and Pennsylvania in 1950.

Farmers Need Appliances

The big-business farmer is in a position to buy all needed machinery, fertilizers, buildings, electrical equipment and supplies, and he is experienced enough to appreciate the large investment modern equipment requires. We must continue to convince him, and his wife, that money can be more profitably invested in better production methods and better facilities for pleasant living than kept frozen as idle capital.

The future market among farm families for electrical appliances will be made up of many new purchasers of various types of equipment as well as present users. Improved living conditions on the farm are indicative of big market for a great range of products. The farmer, though his position has been vastly improved since the war, needs a great many things both for his home and for his farm.

And these families of America's biggest business men expect much of the electrical appliance industry. Make available to them the best products of the industry. Tell them how these appliances can contribute to better family living. Do this continuously and effectively through every channel at your command, and a rich reward in the form of an ever increasing volume of farm business awaits you. End



Appliance makers

apply here for millions of prospects with

BUY ON THEIR MINDS!

BUY

THE most natural—and the best appliance prospects—are those families who are constantly interested in improving their homes. This exactly describes the 3½-million families who read *Better Homes & Gardens*! They undertake nearly 1¼-million home improvement jobs a year! And they include 7 out of every 10 families who are building new homes.

How does BH&G manage to screen and capture such a large audience of appliance prospects? By editing a magazine in which every page of every issue is devoted to new, practical ideas on what to try, what to BUY, to make home life richer, more enjoyable.

No wonder appliance advertising in BH&G is really read with interest—by families who are *pre-sold* on making their lives easier!

BH&G BUYOLOGICAL BRIEFS

- 1,156,000 BH&G families bought minor appliances for Christmas, 1951.
- 658,000 BH&G families bought major appliances for Christmas, 1951.
- 514,000 BH&G families bought radio or TV sets for Christmas, 1951.

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

BUY



The SPERRY RUBBER & PLASTICS CO.

**EXTENDS THANKS
and APPRECIATION TO
Appliance
Manufacturers**

For the past three and one-half years we have been manufacturing—for the washing machine industry—custom-made component parts, such as lid and base gaskets, drain hose, channel rubber, bumper, and filler strips. For the dryer industry—gaskets and seals as well as hose. For the sweeper and ironer industries—gaskets, bumper strips, and filler strips. For the refrigerator and home freezer industries—door gaskets, bumper strips, filler strips, hose, and other extruded rubber and plastic products.

Reice Sperry
President

**The
SPERRY**
RUBBER & PLASTICS CO.

31 WEST 7TH STREET BROOKVILLE, INDIANA



**as
modern**



**as
today**

..the CEMCO TAILGATE way

Unless you've tried it, you've no idea how much easier, faster and safer it is.

Your truck motor supplies the power to operate this hydraulic tailgate. It raises or lowers up to 2,000 pounds—stops and holds the load at any point on the way up or down.

It's wonderful for handling heavy appliances—ranges, refrigerators, etc.

Send for details—Dept. E-1.

CEMCO INDUSTRIES, INC.,
GALION, OHIO

Opportunity in Lighting

CONTINUED FROM PAGE 87

This does not mean, however, that the appliance dealer's logical spot in the lighting field is limited to bulbs. He could also easily add lighting accessories and a limited line of fixtures.

Included in the accessories category are the popular conversion kits for changing old lamps into modern indirect lights, equipment for lighting outdoor areas, waterproof plugs, etc.

Appliance men, probably too well aware of the forest of fixtures which jam the ceilings of fixture showrooms, have naturally hesitated to handle merchandise which presents such inventory problems. Questions of style and color would seem to complicate the business for a retailer who is handling it only as a supplement to his regular business. Rather than become thus involved, the appliance dealer has tended to ignore the fixture trade—even though it is the phase of the lighting market which produced the biggest volume.

Now, The Recipes Help

There's no doubt that this has been a valid objection. Now, thanks to an ambitious program, conceived and undertaken by General Electric's lamp division and being joined in by wide segments of the industry, the situation has changed. The new program is G.E.'s two-year-old light conditioning program and its "recipes" for better lighting.

G.E.'s Eugene Commery, one of the pioneers in drawing up the recipe standards, refers to the light conditioning program as a "guide star for the industry". Certainly it is just that to the dealer anxious to handle limited lines of fixtures—limited in application and limited in variety. The appliance dealer who agrees that the lighting which goes into a kitchen, laundry or workshop is logically within his province need only turn to a handful of recipes drawn up by G.E. to find the types of fixtures needed for these applications. For example: the lighting recipe for kitchen duties while "standing at sink or range" is very explicit in what's needed. Here's what it calls for: "An unshielded surface fixture using two 25-watt fluorescent tubes. Alternates are a 75-watt flood-light bulb or a 150-watt standard lamp in a 12-inch enclosing globe." Similarly, the recipe for lighting a workbench specified a "fixture with metal reflector with lengthwise shielding for a minimum of two 25-watt fluorescent tubes."

The program has won wide acceptance both in the trade and among consumers. Utilities, fixture and portable lamp manufacturers, lamp and fixture dealers and trade groups have all signified their approval of the program by actual participation.

Commery attributes a great deal of the program's success to the fact that the recipes are not tailored to any particular group or income level but appeal to everyone, no matter what his income or living tastes. The recipes are, says Commery, the first set of lighting recommendations

which you can live with year after year. And, in addition to prescribing positive standards for good lighting, the recipes act as an impersonal check against the lighting "fads" which sometimes sweep the country. Heretofore, it has been difficult to condemn outright the merchandise sold during these waves of popular appeal. Now there exists a set of standards against which the product can be checked.

Today, Commery believes, the industry must see that more and more new homes are light conditioned. Obviously, it's cheaper to put the recipes into effect before the house is finished. It doesn't make sense to let millions of homes go up which must later be re-wired if the minimum standards of good lighting specified in the recipes are ever to be achieved. Commery fears that many builders feel they are doing some one a favor by light conditioning their houses. He emphasizes over and over again that a builder does not have to give such a feature away. He is, instead, building into the house a feature which makes the house more attractive and for which the prospective owner will pay. Reactions of builders who have applied light conditioning indicate that it is a salable, profitable feature.

Already the public's appetite for better lighting has been whetted by the 22 light conditioning recipes. G.E. this fall published a supplementary booklet of lighting "dividends" which go beyond the basic recipes. And even further ahead—but being realized in some advanced homes being built today—is a concept of "visual planning". A house designed with this in mind, says Commery, is concerned with "visual environment, not just lighting." Eventually, this concept will become so important, Commery believes, that it will influence the layout of the whole house.

Two-Year Old

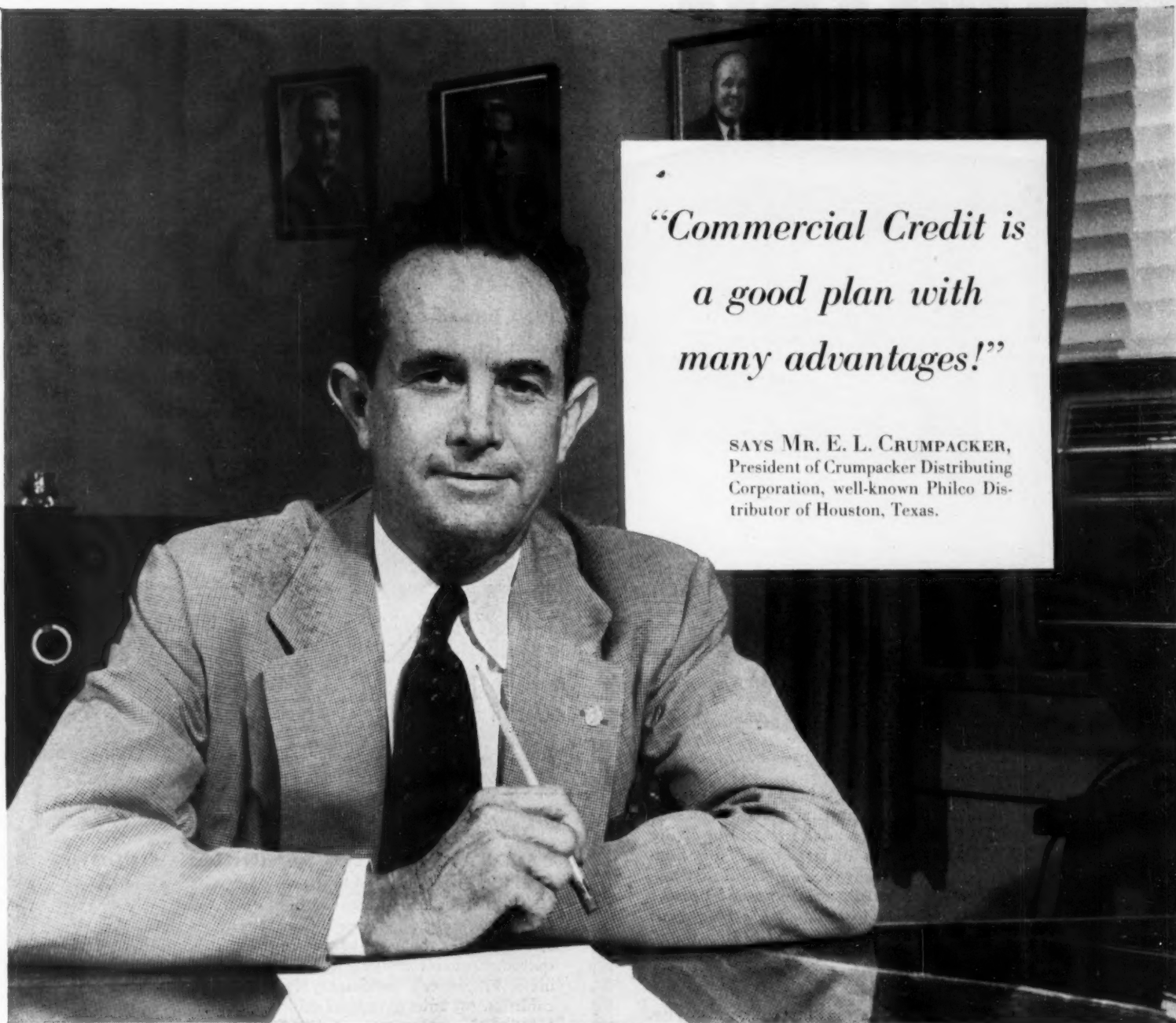
Getting back to what has already been done, the light conditioning program has made great strides in the past two years. It was launched in the belief that millions of homeowners wanted and could afford good lighting but lacked specific information on how to obtain it. As a result, there was little demand for the kind of equipment which would deliver the benefits of true light conditioning. Limited demand meant limited production and limited distribution of such equipment. The solution was to compile these residential lighting specifications in a form which consumers could understand and follow.

The lighting recipes developed in G.E.'s lighting laboratories apparently do just that. Consider that:

—In the first year and a half after their publication in booklet form, the distribution of the recipes had already far exceeded the life-time distribution of any other home lighting publication.

—An average of 4000 persons visited

(Continued on page 292)



*"Commercial Credit is
a good plan with
many advantages!"*

SAYS MR. E. L. CRUMPACKER,
President of Crumpacker Distributing
Corporation, well-known Philco Dis-
tributor of Houston, Texas.

FOR 25 YEARS Crumpacker Distributing Corporation has been building a good reputation, serving the trade in Southeast Texas. When interviewed recently, E. L. Crumpacker, president, said:

"I have been using and recommending COMMERCIAL CREDIT PLAN for time payment sales to my dealers for five years. It's a good plan with many advantages for both distributor and dealer. COMMERCIAL CREDIT helps the dealer remain liquid, relieves him of the tremendous worry about collections, so he can direct his attention to sales and promotions. COMMERCIAL CREDIT merchandising aids are valuable, too."

Why not let COMMERCIAL CREDIT show you how they can help you improve your working capital position, help you build sales and profits? COMMERCIAL CREDIT gives you complete wholesale and retail financing "packages"—backed by experience gained in working with thousands of dealers through over 300 COMMERCIAL CREDIT offices. In 1952 total volume handled by COMMERCIAL CREDIT affiliates exceeded 3 BILLION DOLLARS.

Ask your distributor for a copy of our message, "Buy and Sell with Sound Financing," or phone your nearest COMMERCIAL CREDIT office.

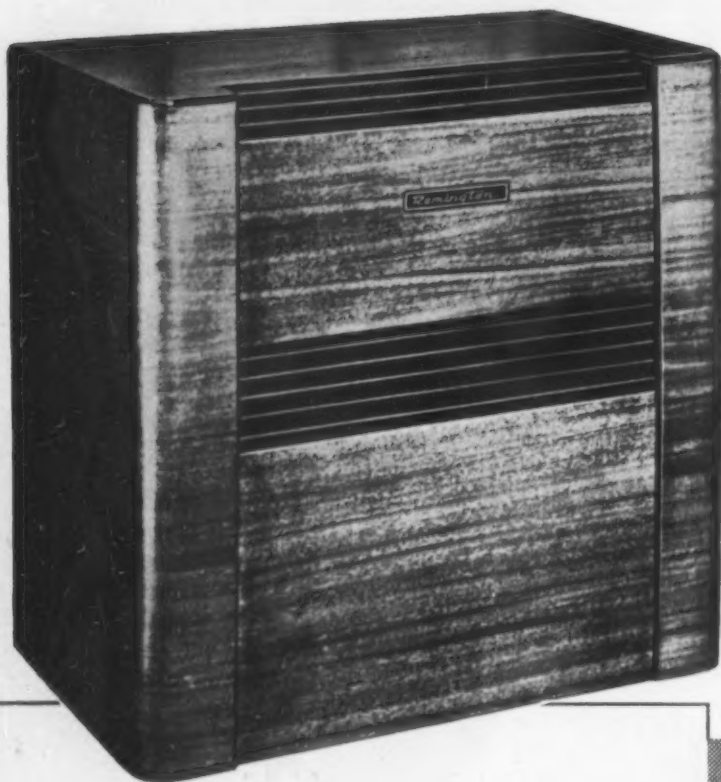
*More appliance dealers use Commercial Credit
financing than any other national plan*



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000
... offices in principal cities of the United
States and Canada.

REMINGTON room



HANDSOME REMINGTON CONSOLE UNITS:

The ultimate in room air conditioning at prices your customers can afford. They are recommended for cooling living rooms, multi-rooms, small homes—for large offices and hundreds of other installations. Interchangeable traditional mahogany and blonde wood cabinets make them beautiful pieces in any surrounding. You can easily install them in any room or remote location. Optional heating is a strong selling point. Available in both air cooled and water cooled models, AC or DC, for various voltages.

MODEL 10—THE "DIRECTOR"—1 H.P.
Recommended for large rooms and offices as well as remote locations. Interchangeable traditional mahogany or blonde wood cabinet.

MODEL 12—THE "OVERTON"—1½ H.P.
For extra large rooms, small stores and especially severe conditions. Interchangeable traditional mahogany or blonde wood cabinet.

HERE IT IS!

Remington's brand-new 1953 line of room air conditioners. And it's the most complete line in the industry—a model for every requirement. All are TROPIC-TESTED to assure peak performance. All carry a full one-year manufacturer's warranty; five-year warranty on hermetic compressors.



DECORATOR-STYLED REMINGTON WINDOW UNITS:

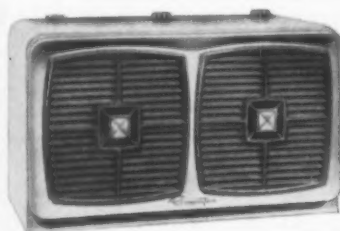
Here's a sparkling new design. Two Multi-Way Grilles permit a broad selection of air deflections. The exclusive Remington Climate Compensator enables you to select exactly the type of cooling and dehumidifying required. Controls are readily accessible and easy to manipulate. Filters can be quickly changed without removing cabinets. All units have steel cabinets, beautifully finished in Mission Grey and Sahara Beige. De luxe models offer automatic thermostats and two-speed evaporator fans. AC or DC, various voltages.

MODEL 8—THE "PROFESSIONAL"—¾ H.P.
For larger professional or business offices, master bedrooms and moderate size living rooms. Both Master and De luxe Models. 115, 208, 230 volts, AC.

MODEL 11—THE "DIPLOMAT"—1 H.P.
For exceptionally large rooms or severe conditions in situations where a window model is preferred to a console. Master Model only. 208-230 volts, AC.



LEADER CONSOLES—1 H.P. AND 1½ H.P.
Designed for lower cost, remote, or built-in installations. Excellent for laboratory, industrial or commercial use. Same as Models 10 and 12, except cabinet, which is chestnut brown rust-resistant steel.



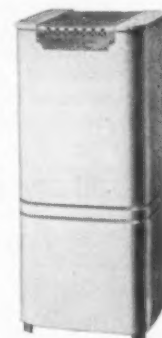
MODEL 4—THE "ROOMETTE"—½ H.P.
For average bedrooms or smaller rooms, this is true air conditioning at minimum cost. 115 volts, 60 cycle, AC. Master Model only.

MODEL 6—THE "BEDFELLOW"—½ H.P.
For larger bedrooms or offices, this is one of Remington's most popular sizes. 115 volts, 60 cycle, AC. De luxe Model only.

Remington also offers a complete line of famous "MOISTURE MAGNET" DEHUMIDIFIERS—

½ h.p. removes 24 pints of moisture in 24 hours.

1 h.p.—1½ h.p. remove up to 266 pints of moisture in 24 hours.



air conditioners for '53

Here's why it makes sense to sell REMINGTON

\$ MORE SALES . . .

with the most complete line

When you sell Remington Room Air Conditioners everyone is a prospect. There are no limitations due to room size or current characteristics. That's because Remington offers the industry's most complete line—a model for every requirement. You give your customers a wider selection of capacities, air cooled or water cooled units, window or console models, for various voltages, AC or DC. Your customer can get what he wants and be sure he is not wasting money on a unit too small for the job or too big to operate economically.

\$ CLEANER SALES . . .

no trade-in headaches

Room air conditioning is so new that the surface of the market has barely even been scratched. Thus, you don't have to worry about trade-in losses. Then, too, each Remington unit is backed by a full warranty . . . and also backed by Remington's 65 years of experience in manufacturing refrigeration equipment. You can depend on easy installation, too. Window models and air cooled console models require no drains, no expensive piping, duct work or alterations.

EXCLUSIVE FEATURES . . .

including the famous Climate Compensator

Only Remington has the famous Climate Compensator which maintains the proper balance between cooling and dehumidification. No matter what the climatic condition, "hot and dry" or "hot and sticky," the Climate Compensator adjusts the Remington to give perfect comfort and top economy.

Remington developed the Climate Compensator after 15 years' test performance in 57 foreign countries—in every climate. Remington is *tropic-tested*.

With the Climate Compensator, plus Easy Filter Removal, Multi-Way Grilles, Automatic Thermostats, Lo-Power Economizer, Dial-Ease Controls, and Optional Heating, Remington gives you many strong selling points.

DECORATOR STYLING

makes Remington a handsome addition to any room

When it comes to selling the ladies, or for that matter men who are appearance-conscious, you'll find yourself well out in front with Remington. Traditional mahogany and blonde wood cabinets give Remington Consoles beauty and charm that add to any home or office. Decorator-styled Mission Grey and Sahara Beige Window Units blend in beautifully with their surroundings.

STRONG NATIONAL ADVERTISING PLUS UNIQUE CO-OP

You can count on a strong consumer demand for Remington Air Conditioners in 1953. We plan to help pre-sell your customers for you and to back up your efforts in the following ways:

1. The most extensive national magazine advertising campaign we've ever conducted.
2. Timely key city newspaper advertising.
3. A complete program of direct mail and literature.
4. Strong point-of-sale and display material.
5. A really unique co-op advertising plan which assures that you will get your share of co-op money whether you are a large dealer or a little fellow. The most liberal in the industry.



What's more . . .

An early season selling plan loaded with features. Don't fail to get full information on this plan to help you make more sales and bigger profits. Get your share of this multi-million dollar market.

Check and mail the coupon today.

REMINGTON AIR CONDITIONING DIVISION

9-3 Willey Street, Auburn, N. Y.

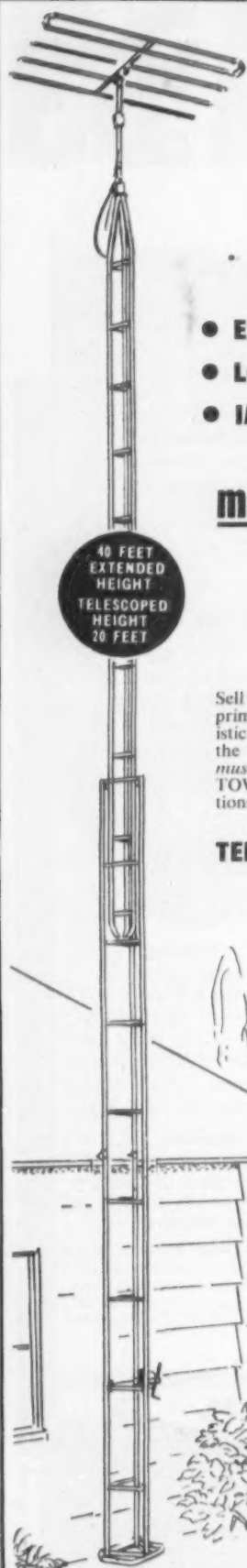
Please send me complete information on how to become a Remington Dealer.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



- EASIER INSTALLATIONS
- LOW COST • LIGHT WEIGHT
- IMMEDIATE DELIVERY

and
more profit for YOU

with **Tele-Vue**
T.M. REG.

Sell a DOUBLE MARKET with TELE-VUE! Sell the primary market where the city buyer wants a modernistic tower to match the beauty of his home—and sell the “fringe” area market where TV-hungry families must have a tower to get reception. The TELE-VUE TOWER helps you sell more sets—and make installations, faster, easier and cheaper.

**TELE-VUE...the tower
people ASK for!**

TELE-VUE is the only name in television towers. You can capitalize on that, and its many other features.
• Made of sturdy aircraft-type tubing.
• Weight only 60 lbs.
• ONE MAN CAN INSTALL IT • Crank it up or down, from 20 to 40 ft. height
• Use it with or without guy wires.

Nationally Advertised in the
POST
FEBRUARY 21, 1953

**EXTRA! For NEW
TV MARKETS**

In addition to our national advertising program which will impress the TELE-VUE name on millions of readers, we have a complete merchandising “package” ready for use in new TV markets: Special Promotions... Display Material... Newspaper Ads... Direct Mail... “Traffic” Building Plans. This hard-hitting local campaign is all yours as a TELE-VUE dealer.

**It's Your Turn
to CASH IN... NOW!**

Thousands of families in “fringe” areas—and in primary areas, too—are prospects for the low-cost TELE-VUE TOWER. Here's your chance to build added sales volume, make extra profit—and make TV installations at terrific savings in cost. (One man can demonstrate, sell and install!)

LOWEST DELIVERED COST • TELE-VUE TOWERS give you the extra benefits of lowest possible delivered cost. Shipments are made from centrally located factory and warehouse stocks in every section of the country. ORDER NOW! Write or wire TODAY... for full details!

TELE-VUE TOWERS, INC.

701—49th Street So., St. Petersburg, Florida. • 451 East Street, Erskine, Minnesota.
2301 University Ave., S.E., Minneapolis, Minn.

Opportunity in Lighting

CONTINUED FROM PAGE 288

each light-conditioned demonstration home.

—Builders began featuring light conditioning as a selling feature.

—Equipment manufacturers have produced new and improved fixtures and lamps to fill the recipes and some firms have redesigned their equipment catalogs to facilitate selection of fixtures which fill the recipes.

Paying Off

Most important, however, the people who are on the receiving end of this promotional campaign are apparently following through on the light conditioning suggestions. Last year G.E. surveyed a cross-section of the 144,000 families who, up to that time, had written directly to the company's lamp division headquarters at Nela Park for the booklet. Here's what they found!

—More than 88 percent said the booklet had been helpful.

—Nearly 74 percent said they had carried out an average of 3.6 recipes each.

—Just under 70 percent selected an average of 4.0 recipes each which they would like to carry out in the future.

—About 71 percent said they bought an average of 3.5 fixtures or portables plus 5.1 light bulbs each.

—Every time a consumer carried out one recipe he bought approximately one fixture or portable and nearly 1.4 lamp bulbs.

G.E.'s market research people are careful to qualify these results. People who wrote in for the book, they point out, are likely to have a more than average interest in home lighting. And the one in eight who answered the questionnaire is more likely to have carried out a recipe than the seven who did not. Even so, the results are impressive:

If each purchaser paid \$10 per fixture and 25 cents per bulb, he would have spent about \$36, or \$10 per lighting recipes carried out.

Of the 10,000 interviewed, 8.5 percent answered and said they had

put a recipe into effect. If a corresponding 8.5 percent of all wired homes spent an equal amount, the total dollar value of fixtures, portables and bulbs would be close to \$130 million.

• The same total could be achieved if about one-third of the wired homes could be induced to carry out one recipe.

Double Meaning

Those figures are impressive as they stand. But they have even more meaning for the appliance dealer who might be induced to handle certain types of fixtures but who would not want to become involved in the headaches involved in maintaining an adequate inventory of living room and bedroom fixtures and portables.

Let us assume that the appliance dealer would carry lighting equipment for the laundry, kitchen and workshop—and possibly valance equipment and bathroom fixtures where style would not be likely to complicate inventories.

Of the 3185 recipes carried out by the test group, 677 were for the kitchen, laundry or workshop while 174 more carried out bathroom or valance suggestions. No matter how you look at it, the appliance dealer could have handled an important share of the business created by these recipe-followers.

Even more impressive is the tabulation of the recipes respondents would like to carry out (remembering, of course, that they had already carried out almost 3200).

The 835 consumers listed a total of 3314 recipes they would next like to carry out. Lighting improvements in the kitchen, workshop or laundry rank first, second, fourth, fifth, sixth, ninth and eleventh on this tabulation. If you add in bathroom lighting (third) and valances (seventh) the appliance dealer could easily be expected to handle the equipment needed for nine out of the 11 most wanted recipes.

(Continued on page 294)



"WE'VE HAD THIS TURKEY EVER SINCE THANKSGIVING, 1946"

General

WORLD'S FINEST FLOOR MACHINE

has a package FOR YOU!

**GENERAL...the Quality Floor Machine
at the Lowest Price!**

BRUSHES OUTLAST OTHERS 3 TO 1! Extra-long bristles! More fully packed! Usable right down to the block!

NO ARM STRAIN! Full finger-tip control! Machine glides smoothly, swiftly as it gleams your floors!

NO UNPOLISHED CENTER STREAK! Counter-rotating, intermeshed brushes cover full 12" section!

EXCLUSIVE SNAP-ON SIDE HANDLES! Ideal for polishing, waxing walls, furniture, cars, etc. Attaches quickly!

ALL METAL STYLING! No plastic or paint to crack or chip! Surfaces polished aluminum or chromed!

EXTRA-LONG CORD! Heavy duty, rubber covered electric cord!

QUIET, POWERFUL MOTOR! Vibrationless, perfectly balanced! Full rated 1/4 HP. AC-DC! Visible thumb switch for positive on-off control!

FULL YEAR'S GUARANTEE against any workmanship or material defects!



**General
Twin-12**
with

2 waxing brushes
2 polishing brushes
2 buffing brushes
2 replaceable lamb's
wool skins



*Drop in at
Booth C 316
National
Housewares Show
Navy Pier
January 15-22*

ONLY GENERAL HAS

'Guide-a-matic Balance'

WON'T WALK... WON'T WANDER... WON'T PULL

*Scrubs • Polishes • Waxes • Buffs • Sands • Refinishes
Dry Cleans... every type of Floor*

GENERAL FLOORCRAFT, INC.

421 HUDSON STREET, NEW YORK 14, N. Y.

General ALSO MANUFACTURES THE FINEST
FLOOR MACHINES FOR BUSINESS, INDUSTRY, INSTITUTIONS



Twin-12



Twin-16



K-12



K-14



K-16



K-18

FOR EXTRA PROFITS IN '53

Sell the most talked about job on the market

ACME Space-Master KITCHENETTE

4 CU. FT. REFRIGERATOR • RANGE • SINK

Whoever heard of a complete "kitchen" in 30 inches! Lots of people have lately . . . that's what all the shoutin's about! Show the sensational new ACME Space-Master to anyone with a space problem . . . and see what happens! No wonder sales are terrific . . . profits plentiful! Why not capture *your* share?



Ideal for hotels,
apartments,
institutions,
motels,
etc.

Available for use with natural,
manufactured or bottled (LP) gases, or
with electric burners for 220 V. or
110 V. "plug in" use.

**NOW! ENTIRE MECHANISM
IN FRONT!
COMPLETE ACCESSIBILITY!
LOW MAINTENANCE COST!**



• Write today for full details on "Space-Master" and other famous ACME cooking-refrigeration combinations and space-saving refrigerators.

Unit without range, as shown at left, is available for use with regular oven range.

Model
RS-4A

ACME Space-Master

KITCHENETTES
Sell . . . and Sell and Sell

ACME-NATIONAL REFRIGERATION CO., INC.

29-24 40th Avenue

Long Island City 1, N.Y.

Opportunity in Lighting

CONTINUED FROM PAGE 292

Combining the two tabulations, consumers listed 6499 recipes they had either already carried out or wanted to carry out. Of that total, about 2100 were kitchen, laundry or workshop recipes, the equipment for which the dealer could logically have handled. Adding in the wall valance and bathroom recipes (about 620), the appliance dealer could have handled over 2700 of the 6500 recipes.

Two More Points

The survey provides two other points of information, one pointing to an opportunity, the other indicating quite strongly that appliance dealers are not getting any important share of this business.

A total of 116 shoppers (9.7 percent of the group as a whole) reported that they were unable to find 152 pieces of lighting equipment in their local stores.

And here's where they went to buy the equipment:

Department store	29.0%
Fixture store	27.3
Hardware store	19.8
Furniture store	13.8
Variety (5¢ & 10¢)	13.5
Electric light and power	9.7
Other	10.5
No answer	24.3*

*Column totals more than 100% because of multiple answers.

This tabulation indicates that appliance dealers are probably not handling very much of the light-condition business.

Whether or not dealers will change their minds and go after a larger share

of this business is problematical. Certainly, everyone concerned stands to profit from such a move.

Everybody Wins

The returns to the dealer—more business, added profits and a more highly diversified trade—are obvious. Much of this lighting equipment could easily be merchandised as extra equipment at the time that a kitchen or laundry appliance is sold. The survey above indicates that consumers are probably more immediately interested in lighting utility areas than in re-lighting their living or bed rooms. This should simplify the selling work of the appliance dealer, whether he actively goes out after the fixture business or handles it merely as "add on" business to the appliance sales he makes.

The advantages would not be entirely on the side of the dealer. Both the lamp maker and the equipment manufacturer would profit from the specialty selling techniques the appliance dealer could bring to bear on the lighting market.

The continuing growth of the lighting business does not, however, depend on the appliance dealer "joining up". The industry's potential is too great to leave it dependent on the cooperation of the specialty dealer. But at the moment, it seems fairly obvious that there's something in such an association for everybody—the dealer, the equipment manufacturer and the lamp maker. Only time will tell how much each party makes of the opportunity. *End*

Washers

CONTINUED FROM PAGE 88

in the first quarter; 21.33 percent in the second; 24.68 percent in the third and 25.99 in the fourth quarter. The previous year showed respectively 21.91, 23.78, 33.27 and 23.4 percent for the four quarters. These figures represent sales at the retail level, not manufacturers shipments.

Geographical breakdown of washer shipments for the past six years still show the East North Central states (O., Ind., Ill., Mich., Wis.) as the leader with 21.79 percent of the business. The Middle Atlantic group of N. Y., N. J., and Pa. were second with 19.75 percent and the South Atlantic states third with 12.03 percent. Figures on manufacturers shipments for the first eight months of 1952 would indicate that there has been no material change in the regional sales picture.

The 1953 Picture

The year 1952 was characterized by abnormal inventories at most levels of the industry. Allocation of metals for washer manufacture, because of the over-produced state of the busi-

ness, had little effect. Cutbacks were voluntary rather than by government edict. But a buyer's strike affected a good part of the business in the first half and only ceased to be important with the repeal of Regulation W. The tide turned in the second half. The spring of 1953, if present indications are of any value, should see allocations of machines to dealers and a brisk demand on the part of the public. Prices should not vary to any great degree and if at all, the movement will continue upward in the coming year.

Automatics Popular

Automatics should continue to capture the imagination of the public and attract a larger share of the market. With replacements taking the spotlight in the washer business, it is reasonable to expect that every advance in design and performance will be repaid with an increasingly larger proportion of the business. Actual sales, in units, should hit around 3,500,000 machines during the next 12 months. *End*

NOW!

The best automatic blanket exchange program ever!

New General Electric Exchange Program
builds customer confidence with immediate service!



Under the new General Electric Automatic Blanket Exchange Program, servicing dealers can immediately exchange inoperative blankets or controls for brand-new ones.

If the inoperative blanket is in warranty, it doesn't cost the customer a penny. If it's out of



warranty, he gets a new blanket or control at a low exchange price.

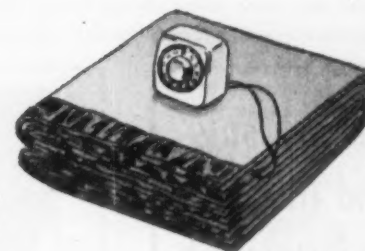
The General Electric Automatic Blanket Exchange Program helps you build future sales through thoroughly satisfied customers who are certain to keep coming back to your store.



Find out how you can become a blanket servicing dealer

Call your G-E Automatic Blanket distributor today. He'll tell you how you can become a blanket servicing dealer—and give you the details of the new Automatic Blanket Exchange Program.

General Electric Company, Small Appliance Division,
Bridgeport 2, Connecticut.



GENERAL  ELECTRIC

**IT'S THE
SAME
BUILDING**



**...but look at the difference a new
Pittsburgh Store Front makes!**



Bill's Electric Shop, Webb City, Missouri.

THIS is a good example of how Pittsburgh Products can give a store a new sales personality. In this electric shop, an open-vision front of Pittsburgh Polished Plate Glass, set in lustrous Pitco Premier Store Front Metal, places the entire shop interior on display . . . presents the merchandise clearly and persuasively. Bright, easy-to-clean, black and gray Carrara Structural Glass was used to cover the bulkheads and returns. The canopy face is Pitco Metal.

There are many other eye-pleasing Pittsburgh Products that can help turn a "maybe" attraction into

a "sure-fire" attention-getter. Why not put these business-boosters to work for *you*? They'll help you extend your trading area, increase your volume, boost your profits. And, of course, Pittsburgh modernization increases the real estate value of your property, adds to the appearance of your entire neighborhood.

For further information on Pittsburgh Products and examples of actual Pittsburgh modernizations, just return the coupon below for our free booklet.

**Store Fronts
and Interiors
by Pittsburgh**



Pittsburgh Plate Glass Company
Room 3125, 632 Duquesne Way, Pittsburgh 22, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name.....

Address.....

City.....State.....



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

Dryers

CONTINUED FROM PAGE 90

From a promotion standpoint, the dryer has found a willing helpmate in the electric and gas utility field. For electric companies, the dryer represents the first major load-building device since the introduction of the electric range. Most dryers require 220-volt service and use from 900-1,000 kw.-hrs. annually, providing the utility with about \$20 a year in new revenue. Gas utilities, seeing chunks of range and water heating gas volume going electric, have embraced the gas clothes dryer and, if the figures mean anything, are carrying the ball to the opposition. Despite the fact that gas dryers sell at slightly higher prices than electrics, they have many selling points in their favor which the gas utilities are capitalizing upon. First, the installation cost is negligible; second, operating costs are about one-third lower than electrics; third, they have a slight edge in efficiency. The installation cost on electrics is no problem where the customer is already wired for range or water heater service, but without 220-volt service, the customer is faced with a \$30-\$40 bill for installation. Here again, the electric companies might well make an investment in future dryer load by subsidizing all or part of the cost of dryer installations. It was such subsidies during the 1930's that provided the first real impetus to electric range sales. End

Ironers

CONTINUED FROM PAGE 92

with 10.39 place fourth. All other regions did considerably less than 10 percent of the total each. Figures on shipments for the eight months of 1952 show no appreciable variance from the pattern established during the post-war years.

The Year Ahead

A year ago we estimated that ironer business in 1952 would approximate 200,000 units. Actually, 207,000 were sold—a pretty close guess. For the year ahead, provided conditions remain fairly stable, we estimate that about 250,000 units will be sold. This is predicated on the assumption that more metals will be available and that ironers will again get their share. But, at the risk of being repetitious, we want to point out again that ironer sales involve more work and demonstration than any other major device. Some noteworthy experiments have been made to employ television as a demonstration medium. This is a step in the right direction, yet alone it cannot begin to supplant the demonstration in the dealer's store, or in the home. Nothing takes the place of the prospect actually using the device to convince her that ironing by machine is a relatively simple operation and not the complicated task that a quick glance at an ironer might indicate. End

*I JUST TELL
FOLKS HOW SWELL
I THINK FRIGIDAIRE
APPLIANCES ARE—
AND LOOK WHAT
HAPPENS!*



"We sold a washer to a customer because her daughter told her that Godfrey said Frigidaire is the one to buy."

Tully, New York

"Received a phone call to deliver an IR-108 because Arthur had explained all the features and said it was the best."

Baldwinsville, New York

"Many direct sales are being made as a result of this program."

Chicago, Illinois

"We had a customer call and ask to see the refrigerator that Arthur Godfrey demonstrated. We made the sale."

St. Marys, Ohio

"A lady came into our store and said she wanted to buy that Cyclamatic Frigidaire that Arthur Godfrey talked about this morning. The sale was made in a few minutes."

Breckenridge, Texas

"We sold two ranges and one refrigerator directly from the Arthur Godfrey Show."

Tampa, Florida

"Tremendous amount of enthusiasm with proven sales results."

Cleveland, Ohio

"Godfrey does a bang-up job. Many people are talking about our program."

Salt Lake City, Utah

**Tune in
Arthur Godfrey's
morning show
over CBS TV and
Radio Network**

Proof that America's No. 1 salesman, Arthur Godfrey, is really selling America's No. 1 Refrigerator, and all the other fine Frigidaire Appliances, lies in these testimonials, taken from hundreds just like them. Another reason why the Frigidaire Franchise is so valuable.



Frigidaire Appliances

Built and backed by General Motors

Your customers saw Godfrey and Tony Marvin *bake ice cream in an oven!*



on the Fiberglas TV-Radio show,
"ARTHUR GODFREY TIME"

GODFREY:

"Tony, wrap up that ice cream in the Fiberglas* Insulation, and put it in the oven while the pie is baking."

MARVIN:

"O.K., Arthur. Here it goes into a 425° oven. We'll leave it in there for thirty minutes."



30 MINUTES LATER

GODFREY:

"Now that we've baked it for half an hour, let's show all these girls what's happened to it."



GODFREY:

"How do you like that! Still hard. You see how the Fiberglas Insulation keeps heat where heat belongs and cold where cold belongs. That's why leading manufacturers use it in ranges, refrigerators, water heaters and freezers. Ask your appliance dealer about it."



Now, more than ever,
A swell feature to have...
A swell feature to sell...

OWENS-CORNING FIBERGLAS CORPORATION
Dept. 104A, Toledo 1, Ohio

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

Refrigerators

—CONTINUED FROM PAGE 94—

percent made in the fourth quarter. A comparison of these figures with those made in 1950 shows the wide variation possible due to abnormal conditions in the market due to "scare buying", strikes, prices, etc.

Geographic Distribution

Figures for the six post-war years, show that manufacturers shipments of refrigerators were divided among the regions as follows: Middle Atlantic (N. Y., N. J., Pa.) 20.80 percent; East North Central (O., Ind., Ill., Mich., Wis.) 19.77 percent; South Atlantic (Del., Md., D. C., Va., N. C., S. C., Ga., Fla.) 13.56 percent; Pacific (Wash., Ore., Cal.) 10.04 percent; West South Central (Ark., La., Okla., Tex.) 10.03 percent; West North Central (Minn., Ia., Mo., N. D., S. D., Neb., Kan.) 9.95 percent; New England 6.06 percent and Mountain 3.26 percent. Further information on the sales of refrigerators by regions for 1952 will be found in the utility company survey "Appliance Markets by Regions", elsewhere in this issue. This study reveals among other things, that 84 refrigerators were sold per 1,000 residential customers of the companies reporting. Here, the West South Central region was leading the parade with sales of 123 units per 1,000 customers.

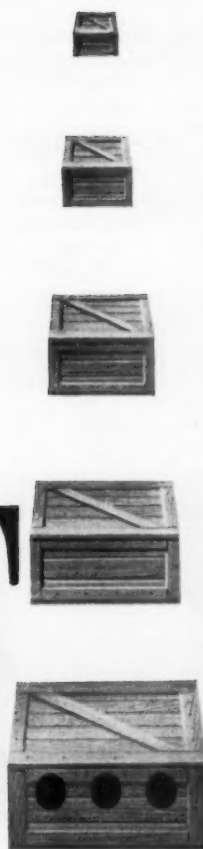
Size, Price, Design Trends

For the first nine months of 1952, 47.76 percent of all refrigerators sold were 8-9 cu. ft. sizes, according to NEMA. The 8-cu. ft. boxes led the parade with 25.41 percent and the 9-cu. ft. models were next with 22.35 percent. Third most popular was the 11-cu. ft. box with 17.47 percent. Seven and ten-foot refrigerators were neck and neck with about 10 percent each of the total and the old six-foot claimed 8.75 percent. In other words, 87.63 percent of the business went to refrigerators of from 7 to 11 cu. ft. capacity. Last year, 8 to 10 ft. boxes accounted for 61.38 percent of the total.

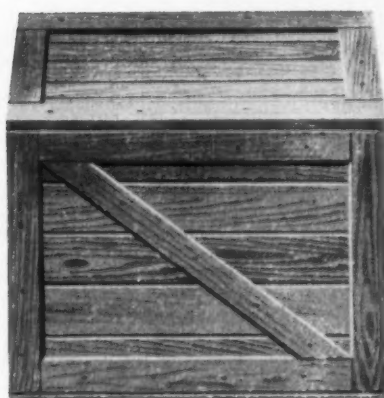
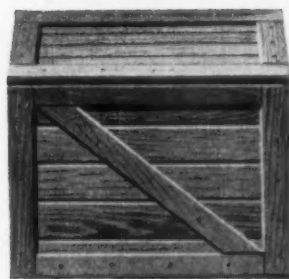
Two other NEMA studies throw
(Continued on page 300)



"PLIERS, GAUGE, SCALPEL, SCREW DRIVER, WRENCH"



RIGHT in line



We don't have to tell you about the room air conditioning market . . . sales booming . . . less than one in two hundred homes supplied with room air conditioning units . . . builders now equipping homes in the \$10,000 class and under with air conditioning as a prerequisite to selling. It's a great story that begins with profits . . . and it's only the beginning.

Dealer profits begin with the right line . . . right in design, price and quality. On all counts RCA Room Air Conditioning places you right in line for your share of this fabulously growing business.

Seven new units that fit every application—from the small bedroom in the modest home to the large conference room, professional office or small business establishment are rolling off the production lines. They provide a logical step up in cooling capacity that doesn't let you miss a sale. They give you your greatest selling opportunity since television.

RCA Room Air Conditioners

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA



Picture Tube Data Book Offered

"Federal Television Picture Tube Data Book" is the title of a new publication by Federal Telephone and Radio Corporation, associate of International Telephone and Telegraph Corporation. The information was compiled with the assistance of data published by the R-TMA.

Federal's new data book discusses seven major factors for TV technicians to consider when using the book for guidance in interchangeability.

Included are basing diagrams, bulb outlines of glass and metal round and glass and metal rectangular tubes.

Dimensions and electrical characteristics cover tube types ranging from the 10BP4 to the 30BP4. Tubes of most manufacturers are included as a service to users of picture tubes. The popular types manufactured by Federal are available from Federal distributors.

Produced with the newest and

most advanced type equipment in the industry, Federal picture tubes are being installed as an original component by more and more receiver manufacturers and are rapidly growing in popularity with service organizations as a dependable replacement.

A copy of Federal's new data book can be obtained by writing to the Vacuum Tube Division, Dept. N-1133, Federal Telephone and Radio Corporation, Clifton, N. J.

DOWN GO CALL-BACKS

UP GO PROFITS

That's why...

Federal TV PICTURE TUBES

...ARE THE REPLACEMENT CHOICE OF MORE AND MORE SERVICEMEN

Federal tubes are designed right, made right, factory-tested to the hilt... and BACKED BY A YEAR'S GUARANTEE!

FEDERAL is fast-growing in demand as a *profitable* picture tube replacement, because Federal goes the limit to assure your customers *steady satisfaction!*

Every Federal tube must measure up to exacting standards of efficiency for breakdown and stray emission (at max. ratings), ion trap current, central grid cut-off, zero bias beam current, focus voltage current, highlight brightness, leakages, shorts, gas ratio, screen and glass quality... plus other characteristics. Tests include the tough 500-hour operation run.

Moreover, a unique, prior-to-shipment check-up follows a 24-hour minimum storage period—an *extra provision for trouble-free performance!*

Start now to protect your replacement profits with Federal picture tubes... the tubes backed by decades of experience in producing highest-quality vacuum tubes for broadcast, military communications and other major uses.

Consult your Federal distributor for full information and prices.

FEDERAL POPULAR-SIZE TUBES INCLUDE: 12½ and 16-inch round; 14, 16, 17, 20 and 21-inch rectangular. Write for your free copy of Federal's Television Picture Tube Data Book.

Federal
Telephone and Radio Corporation

VACUUM TUBE DIVISION • 100 KINGSLAND ROAD, CLIFTON, NEW JERSEY
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

"Federal always has made better tubes"

Refrigerators

CONTINUED FROM PAGE 298

light on refrigerator distribution and, while 1952 figures are not compiled at the time of writing, the 1951 figures show the trend. Distribution by types of dealers show department stores slipping from 17.8 percent of sales in 1949 to 14.5 percent in 1951; furniture stores also fell from 16.5 percent of the business in '49 to 13.5 percent in '51; independent appliance stores about held their own—from 33.3 percent to 32.9 percent; utilities, hardware stores, plumbers, filling stations and jewelers all showed less from their already small proportion of the business. Only distributive outlets to gain were farm implement stores and direct sales by factory and distributors (13.5 percent, up from 7 percent in '49). By size of town, the business is about evenly divided: 1,000 to 10,000 population towns account for 36.6 percent of the business; 10,000 to 100,000 do 27.3 percent while large city centers of 100,000 or over account for 36.1 percent.

Design Trends

Design trends in the refrigerator field continued to feature two-temperature models to keep pace with the public's voracious demand for frozen food storage space. Automatic de-frosting was another salient feature incorporated in more maker's models during the year and was proving itself a potent influence in stimulating replace-

Appliance dealers who hit the ceiling when something goes wrong, never get very high up in the world.

ment business. Color was becoming more popular for interior use as were other features such as butter-conditioners, egg-keepers and other plus items. By and large, the public were being provided with larger refrigerators, more and more trouble-free and with added attractions to tempt the prospective purchaser.

The Outlook for 1953

In the closing months of 1952, with inventories back to normal and the public back in a buying mood, government restrictions on metals were beginning once more to make themselves felt. Production, which hit the doldrums in the middle of the year, began to perk up with a vengeance in the second half. Repeal of Reg. W. did a lot to prime the purchasing pump and the record of constantly expanding consumer credit is evidence that relaxing credit controls stimulates business. With the general economy still running at full tilt, little letdown is expected in 1953. Most manufacturers are of the opinion that sales should be in the neighborhood of 3,600,000 units—close to the 1952 result. Prices edged up about \$10 per unit during 1952 over 1951, but unless some unforeseen inflationary spiral starts up again, they should remain fairly stable in the year ahead. End



Freeze Pantry

19 CUBIC FOOT UPRIGHT HOME FREEZER

FEATURE FILLED FOR '53!

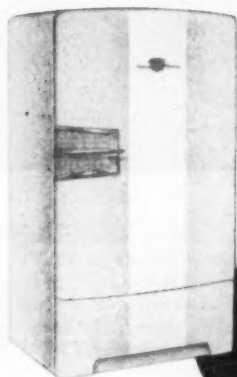
COILED SHELVES for fast, efficient freezing and uniform temperatures.

INVENTORY RECORD tells at a glance what foods are stored and where they are.

LESS FLOOR SPACE not only in the home but on your display floor.

IT'S UPRIGHT with the convenience only an upright can offer.

- All Steel Construction with Aluminum Interior
- 1/3 H.P. Tecumseh Unit with 5 Year Warranty
- Built-in Door Lock
- Automatic Alarm Signal
- Hi-Density Fiberglas Insulation
- Food Spoilage Warranty
- Freon 22 Refrigerant
- 19 Cubic Foot
- 665 Pounds Storage Capacity
- 8 Inner Doors Guard Against Refrigeration Loss
- Thermometer in Door
- Illuminated Compartments



RYAN industries
REFRIGERATION DIVISION
HOPKINS, MINNESOTA

Freeze Pantry is a top quality, feature filled freezer. Because of the exceptional profit margins, Freeze Pantry is also a profit-packed product. See the new 1953 Freeze Pantry at the American Furniture Mart, Space 110-111, 17th floor during January Market or write direct to Mr. A. H. Rose, for franchise information. Freeze Pantry territories are protected territories and filling up fast. See our representatives in Chicago or write today for full details.

RYAN INDUSTRIES

Refrigeration Division
1025 E. Excelsior Avenue
Hopkins, Minnesota

Gentlemen:

Please send me all the information about the new 1953 Freeze Pantry Upright Food Freezer.

NAME _____

ADDRESS _____

CITY _____ STATE _____

DISTRIBUTOR ☐

DEALER ☐

EM-13



POWER-CHEF



FRI-WELL

DORMEYER

Here's America's fastest-growing, fastest-moving electrical appliance line. Top quality merchandise, aggressive sales promotion and advertising have made Dormeyer America's buy-word in better appliances.

"Go" ahead to a prosperous New Year with the complete Dormeyer line — stock 'em all, sell 'em all in 1953!

Dormeyer Corporation,
Kingsbury and Huron Streets,
Chicago 10.



MIX-MAID



BLENDER

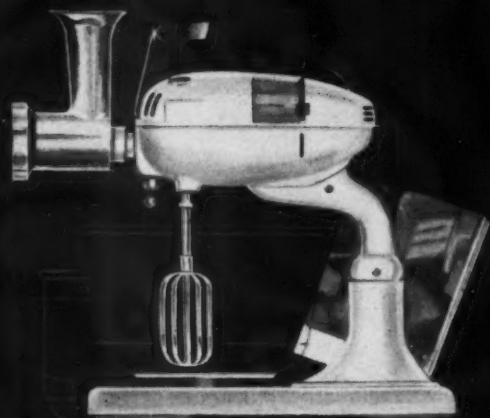
MIX-MAID Newest Dormeyer mixer! — and the only turntable mixer that is also a portable mixer which stands by itself. Compact, lightweight design. 9 full-powered speeds, fingertip beater release. Includes all juicer accessories. Guaranteed. \$29.95

BLENDER Makes literally hundreds of treats — from "company" drinks to Baby's puree. Hurricane action — blades turn at 22,000 r.p.m. — liquefies, mixes, whips, shreds, grinds or pulverizes in seconds. Hi-Speed Motor never needs oiling. Guaranteed. \$34.95

POWER-CHEF Grinder-juicer-mixer — all three, and deluxe! Includes all accessories at no extra cost. Built-in power drive — no awkward adapters. 10-speed dial selector. Magic-Mix Arm, automatic beater release. Portable mixing head. Guaranteed. \$46.50

FRI-WELL Deep-fries to a turn! Perfect, too, for cooking soups, stews and casseroles — even small-batch baking. Automatic thermostat means just-right results every time. Monotube heating cooks quickly, thoroughly. Safe, neat Drain-Away Faucet. Guaranteed. \$29.95

ADVERTISED IN
The Saturday Evening
POST



MEAL-MAKER



BROIL-WELL



"DORMEY"

STOCK 'EM ALL ...SELL 'EM ALL 1953



TOASTMAKER



COFFEE-WELL



ELECTRIC BLANKETS

TOASTMAKER Has extra-wide wells—even toasts rolls and muffins. Completely automatic—just set the Toast-Timer and the toast pops up, browned just the way you want it. Chek-It Lever—for two different shades of toast at one setting. Guaranteed. \$19.95

MEAL-MAKER Includes electric food grinder and juicer at no extra cost. Both attach directly to the power drive. Dial selector gives full power at all 10 speeds. Klik-Mix Arm. Mixing head detaches in seconds, for portable use. Guaranteed. \$38.50

COFFEE-WELL Brand new! Set the Perfect-Perk Selector and Coffee-Well automatically brews 4 to 8 cups of coffee to the flavor you prefer. Signals when coffee is ready, then automatically keeps coffee hot until served. Guaranteed. \$29.95

BROIL-WELL Brand new! Broils and grills to perfection, roasts and barbecues to a turn. Automatic revolving rotisserie for real old-fashioned spit-roasted barbecues. Infra-red heat cooks super-quick. Large warming-plate top. Guaranteed. \$49.95

ELECTRIC BLANKETS Brand new! Just set the Rest-Well Dial—Blanket automatically maintains warmth you choose. Assures you the most comfortable, refreshing sleep ever! Single or dual controls. Rouge Red, Cameo Pink, Lawn Green and Alice Blue. Guaranteed.

"DORMEY" Handiest help in the kitchen! This lightweight portable mixer has big-mixer features: dial selector with five full-powered speeds, full-size beaters with fingertip release. Stands on end for neat, easy draining. Guaranteed. \$19.95

NOW...Automatic Heat Control

with no wiring...no thermostat...
and only \$12⁹⁵*



Installs in only 3 Minutes
Assures "Round-the-Clock"
heating comfort

*In Canada \$15.95
including Canadian tax

Every owner of a space
heater is a prospect ...
if it's listed below

HERE'S an automatic heat control for space heaters that's a REAL "hot number!" It's the revolutionary new A-P Comfort Control for oil burning space heaters that's so downright low in price no owner can afford to be without it. And it's so easy to install that anyone can attach it on any of the famous brand space heaters listed at right. Then — set the dial and presto — warm, comfortable heat with no peaks, no valleys! Your customers can enjoy all the convenience of automatic, dial-controlled heat — plus its fuel-saving economies.

This accessory has "caught on quick" with smart merchandisers — who realize what a powerful help it is in selling space heaters.

There's a big selling season ahead. It's your prime opportunity for more sales ... added profits. Show it ... demonstrate it ... and you'll sell it. Write today for full details.

This great new merchandising
campaign helps you sell
space heaters



Complete Profit-Maker kit
is yours for the asking. Dis-
plays, stickers, folders, ad
mats — everything you need
to sell this great accessory.
Send for your Profit-Maker
kit today!

Easily installed on any of these famous brands

ALLEN'S	INTERNATIONAL
BARNES	JUNGERS
BENNER-NAWMAN	KEMAC (Canada)
BEYER	KLEER-KLEEN
COLE HOT BLAST	LACO
COLEMAN	LONERGAN
COLEMAN (Canada)	MAGIC CHEF
CREST (Canada)	MARCHAND (Canada)
CREST-AIRE (Canada)	MONARCH
CUSTOM AIRE	MONARCH (Canada)
DOMESTIC	MONOGRAM
DRACO FIREBALL	NESCO
DUO-THERM	NORGE HEAT
ENTERPRISE	ORAN
ENTERPRISE (Canada)	PERFECTION
ESTATE HEATROLA	PREWAY
EVANS	QUAKER
EVEN-TEMP	QUAKER (Canada)
FAWCETT TORRID-	SAFEWAY
OIL (Canada)	SCOTSMAN
FESS (Canada)	SIEGLER
FINDLAY (Canada)	SILENT FLAME
FLOOR-O-LATOR	SUPERFLAME
FLORENCE	THARRINGTON
GILLEN	THERMO-PRODUCTS
H. C. LITTLE	TORRIDAIRE
MERCO HEAT FLO	VIKIMATIC
(Canada)	WASHINGTON FRUGAL



DEPENDABLE Controls

A-P CONTROLS CORPORATION

2400 N. 32nd St., Milwaukee 43, Wis.

In Canada: A-P Controls Corp., Ltd., Cookeville, Ont.

Freezers

CONTINUED FROM PAGE 96

17 percent for '52, a reflection of the success of the food-freezer plans that dominated California's freezer selling over the past year.

Incidentally, the small towns are still the best markets for freezers. Towns with less than 1,000 population did 11.1 percent of the business in 1951 (NEMA figures). Towns of from 1,000 to 2,500 accounted for 13.8 percent; 2,500-5,000 for 11.6 percent; 5,000-10,000 for 11 percent; and 10,000 to 25,000 for 11.5 percent. In other words, just under 60 percent of all freezer sales were made in towns up to 25,000 in population.

Who sells freezers? Again quoting figures from NEMA members, independent appliance dealers accounted for the largest proportion of the business—34.6 percent. Farm implement and general country stores were next with 21.2 percent—a reflection of the importance of the small towns in freezer selling. Furniture stores were in third place, having pulled up slightly from 7.6 percent in 1949 to 9 percent in 1951. Hardware stores did 7.3 percent; automotive outlets accounted for 5.7 percent; department stores for 4.3 percent, the same, incidentally, as direct sales to builders by manufacturers and distributors. Utilities accounted for only 3.3 percent, plumbers for 1.5 and miscellaneous outlets for about 9 percent.

Prospects for 1953

There is no need to expect any less business in the year ahead than the one passed by, unless some unforeseen catastrophe affects the whole business community. In fact, as food-freezer plans continue to multiply, it is reasonable to look for an even better business in 1953. The attraction of these plans for the consumer is readily understandable. They help to answer the problem of high food costs. With savings estimated at from 20 to 30 percent due to bulk buying, the customer is able to finance not only the freezer, but the food going into it. The plans originated in California, but in little over a year have spread to the entire Coast, the midwest and parts of the East and South. They vary considerably in method, but the common denominator of the whole-sale financing of the food and the freezer is apparent in them all.

One of the other outstanding features of the '52 season was the growing popularity of the upright type. More manufacturers included them in their lines and there is evidence that the public is taking to them in greater numbers. Certainly it is demonstrable that the frozen food is easier to get at in the upright type than in the chest models and, as someone remarked, a freezer should not be looked upon as a safety deposit box, but as a checking account.

A reasonable estimate of 1953 freezer business would be somewhere in the region of 1,250,000 units, at an average price of about \$375 to \$400.

End

Electric Ranges

CONTINUED FROM PAGE 98

may indicate that electric ranges are beginning to catch hold in the larger cities.

Judging from this magazine's annual Replacement and Trade-In Survey, electrical dealers who handle ranges (and 84.6 percent of the responding 246 dealers say they do) didn't do badly in 1952. Our projections of their eight months' sales would indicate that the average merchant sold 27 units for the year, three less than in 1951, which would give him a gross of \$6,885, as compared with \$7,500 for the preceding year.

More Replacement Sales

Replacement sales showed a sharp increase for the year. The 44.2 percent of sales made to homes which already had ranges is a 9.2 percent increase of the 1951 figure and probably indicates that sales were harder to come by than in 1951.

This supposition is strengthened by the fact that the percentage of trade-ins involved in range sales also showed a sharp increase, rising from 22.1 percent in 1951 to an even 30 percent in 1952.

What dealers did with the trade-ins accepted varies from the 1951 pattern to the extent that they junked a few less, rebuilt and resold less, resold "as is" a good many more, and have a few more on hand. The following table shows the disposition of trade-ins from 1949 through 1952:

Disposition of Range Trade-Ins

	Junked	Rebuilt & Resold	Resold "As-Is"	On Hand
1949	10.1%	24.7%	31.7%	33.5%
1950	26.1	31.0	30.1	12.8
1951	21.7	32.0	29.0	17.3
1952	19.1	24.2	36.9	19.8

As in 1951, the junking figure for ranges is lower than for refrigerators (20.3 percent), washers (26.8), cleaners (36.4), and water heaters (46.9). A plausible explanation for the sharp jump in the percentage sold "as-is" might be that because retailers were working harder for their sales they were making a higher proportion of them to people who had ranges in good working condition and thus took more of these in trade.

The Installation Hurdle

In 1952, as in other years, installation costs were an obstacle to range sales. One manufacturer comments thus: "There is some progress being made to reduce them, but only in localities where coordinated programs by all sales levels are concentrating their efforts. . . . It is very easy to examine saturation figures and determine the effect of sales rates where the utility absorbs either part or all of the installation. The average cost of such installations is now \$50 to \$60."

Some hope for a reduction of installation costs lies in the possibility of a new interest by utilities. As defense production tapers off many of these will find themselves with a grow-

ing surplus of generating capacity. Many are already discovering that the only way to increase their revenues, since they find it so difficult to get higher rates, is to sell more high-priced power. Squeezed by these two factors, power companies may very well return to aggressive merchandising and promotion of appliances. Indeed, the post-war trend has already been reversed and more and more utilities are announcing their re-entrance of the marketing picture. If the possibility of a general return becomes a fact, we may expect a resurgence of utility-inspired stimuli to sales, including heavy advertising and promotion and free wiring or wiring allowances.

At least one manufacturer thinks that utilities will develop this interest during 1953. He says, "It is estimated that utilities in 1953 will approximate a reserve capacity of approximately 19 percent (EEI figure is 11.3 percent—Editor). In the war years this reserve capacity varied from five percent to 10 percent. Consequently, we feel that utility companies will become very aggressive and perhaps re-enter the market in direct sales and merchandising high-kilowatt-use appliances, such as ranges, water heaters and dryers. The department store continues to be a plug-in type of sale outlet. In other words, wherever there are installation problems the department store has never been a large sales factor."

A second maker agrees with this last statement with, "The department store is losing out with regard to electric range sales and the appliance store is gaining."

In 1951, department stores accounted for 11.1 percent of range sales (as compared with 11.7 percent in 1950 and 1949 and 13.6 percent in 1948), while appliance stores maintained their 1950 level with 34.7 percent (as compared with 37.1 in 1949 and 1948). In 1951 utilities accounted for only 7.4 percent of range sales (as compared with 7.8 percent in 1950 and 6.4 percent in 1949) and it will be interesting to see what trend the 1952-3 figures unfold.

Product Trends

Among design trends over the past few years the most notable is in size. Ranges are getting smaller. At one time every manufacturer had a 40-inch range. Now most makers have, in addition, 36-inch units and some have discovered substantial demand for 30-inch models. The reasons for the popularity of this size, according to one manufacturer's surveys, are two: size of the oven, and price. Over 75 percent of purchasers chose the 30-inch range for either or both of these reasons. The remainder purchased the 30-inch range because of limited available space.

Another manufacturer says that perhaps eight percent of 1952 sales (Continued on page 308)

Get Into the Profit Line

One Minute

Five beautiful, economically priced extra value washers that are absolutely dependable and practically service free. All have the quiet running heavy duty gear transmission, plus extra-value features found only on the highest priced washers!

FAST SELLING CLOTHES DRYERS

Thoroughly dependable gas and electric models, popular priced, with more clear profit for the dealer.

A TREMENDOUS MARKET for these Laundry Tubs

One Minute's terrific values in galvanized and white enamel tubs are setting new sales records. Single and twin models. Write or wire today for information and prices.

There's More Clear Profit With One Minute.

ONE MINUTE WASHER CO
KELLOGG, IOWA

COLE HOT BLAST

... "Leaders in
room heaters
since 1897"

GAS-OIL-COAL

**TILT-A-WAY
CABINET**
FOR EASY CLEANING
Patent No. 2,241,025



MODELS 775-52 776-52

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- 2 Both single and dual burner models
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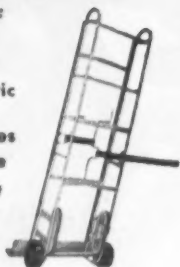
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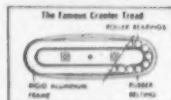
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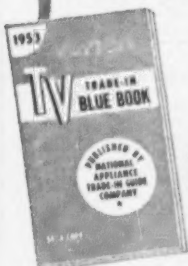
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A-15.

Electric Ranges

CONTINUED FROM PAGE 305

were in the 30-inch classification and that 11 percent is not too much to expect in 1953. In contrast, the first maker believes that only 5½ percent of 1953 sales will be in the 30-inch category.

New-Types Popular

Along with this trend toward smaller size is the rise of the component-unit range. For many years one manufacturer had the field practically to himself. Now there are several in the market. Most of these are build-in types and, as such, more frequently sold by electrical contractors or through regular building channels than by the average appliance dealer.

The sudden popularity of deep fat fryers has found a response among range makers. Some of them now offer accessories which convert deep well cookers to deep fat fryers.

The Outlook

Predictions for 1953 sales, furnished by nine manufacturers, range from a low of 800,000 to a high of 1,600,000—with the right answer probably somewhere around 1,100,000 or 1,200,000, either of which is an improvement over 1952.

Speaking of 1953 prospects, one maker says, "We believe the early part of next year will be a pipe-filling job due to the rapid increase in sales of appliances in the last half of 1952 followed by a very highly competitive market for the balance of the year."

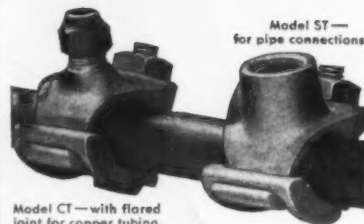
Another manufacturer agrees in substance with this and says, "If present economic conditions continue we look forward to a constant market for at least the next six to nine months and we feel that people will be ready to spend money; however it will be necessary for salesmanship to return, inasmuch as appliance manufacturers and automobile manufacturers will be competing with each other for the customer's dollar." End



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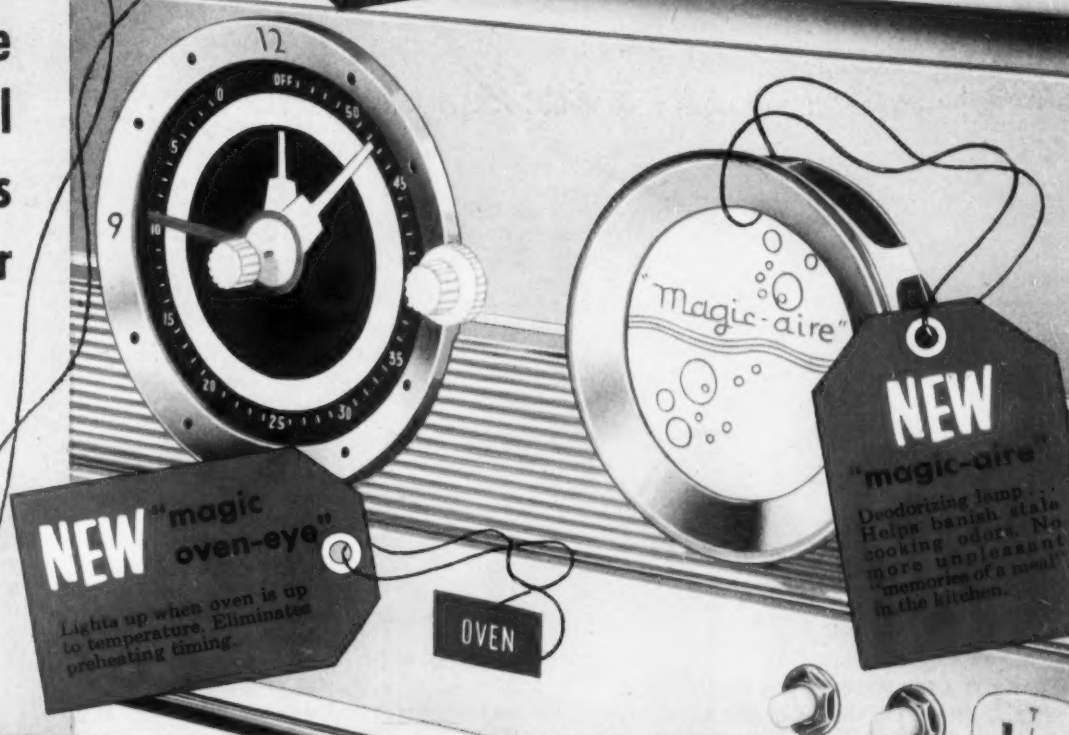
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features and you'll
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There's sales magic in *Magic Chef*

New... feature packed gas ranges will help turn prospects into customers. The fabulous new *Magic Chef* has sales appeal... second to none! No other range offers such beauty... such cooking efficiency... and cleaning ease. Sell the range that *most women want... Magic Chef!*

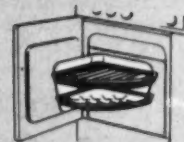
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Look what our baby's up to now!



HE AMAZES EVEN US! We predicted big things for the automatic dryer when we helped pioneer it 12 years ago. But look at that sales curve now!

Figures for 1952 show that the sales volume of America's finest dryer has climbed an impressive 837% since 1949!

Since shortly after World War II, we've been urging dealers to cut themselves in on this growing dryer market with one of the best-known names in the laundry field. Move in now with dryers equipped with the Lovell Drying System.

Nine big features to talk about:

1. *Single Dial Control* provides:
 - (a) Automatic shut-off at desired dryness.
 - (b) Complete heat range for any fabric.

2. *New Extra-Large Infrared Element* has three times more heating area, purifies clothes, dries more gently.
3. *Easy-To-Unload Door* is extra large, opens all the way. Gives full visibility.
4. *Air-Cooled Cabinet* allows easy access for cleaning or repairs.
5. *Easy-To-Clean Lint Trap*.
6. *Lint Trap Safety By-Pass* prevents clogging if user fails to empty trap.
7. *Outdoor Humidity Vent* is easily connected at rear, if desired.
8. *Vacuum Drying System* preheats air, costs less to operate, reduces lint accumulation.
9. *Handy Clean-Out Duct* to remove sand and small objects.

America's newest household blessing



DRYING SYSTEM

ELECTRIC and GAS

LOVELL MANUFACTURING COMPANY • ERIE, PA.
Also makers of famous Lovell Pressure Cleansing Wringers

Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks.

The Lovell drying system is used in 11 leading makes of tumble-type dryers, both gas and electric. Look for the Lovell Dri-Rite Single Dial Control.



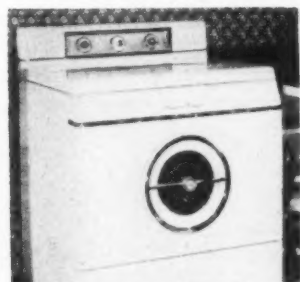
NEW PRODUCTS



ANNA A. NOONE

New Products Editor

Automatic Laundry Equipment for 1953

**BENDIX Washer-Dryer**

Bendix Home Appliances Div.,
Avco Mfg. Corp.
South Bend, Ind.

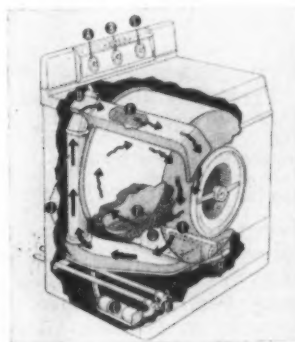
Device: Bendix "Duomatic" combination washer-dryer.

Selling Features: Dries as well as washes automatically in one continuous, automatic operation—washes, rinses, damp dries and fluff dries—all in the same horizontal cylinder that revolves inside tub, employing tumbling action. An average 8 lb. mixed load can be washed and dried in approximately 68 min. 2 additional speeds in spin-drying—250 and 500 rpm.

Duomatic operates by 2 simple timer controls—one for washer, the other for dryer. Washer or dryer may also be used separately.

A 220-volt "Magic Heater" controlled by water temperature selector, can raise water temperatures as much as 25 degs.; an automatic speed soak cycle is also optional; 3 rinses follow wash cycle.

A blower, which goes into action during the drying cycle, forces heated air through tumbling cylinder



of clothes. As warm moist air leaves cylinder it goes through a dehumidifier which cools and dries air while washing lint and moisture down drain. Same air is constantly washed, dried and recirculated. No lint trap is necessary.

**HOTPOINT Home Laundry**

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Device: New automatic home laundry for 1953 consists of an automatic clothes washer and electric clothes dryer matched in style and appearance.

Selling Features: Both units controlled by simple dials; push button controlled fluorescent lights on each unit to illuminate work surfaces inside tub. Automatic washer has 2 cycle control that provides normal washing action for average laundry and shortened cycle for delicate fabrics; washer has self-cleaning solid wall spin tub; clothes dryer controlled by automatic thermostat and adjustable timer dries clothes in sealed chamber, requiring no outside venting, does not discharge heat, moisture and lint into room; dryer has porcelain tumbler drum and inner door panel.

**NORGE Automatic Washer**

Norge Div., Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Model: Norge Safety Spin, automatic Time Line washer, No. 425.

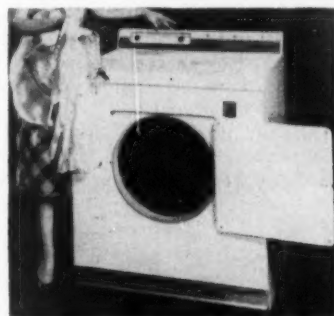
Selling Feature: Safety device automatically stops spin cycle when washer lid is lifted, and an illuminated control panel readable from

across room while machine is in operation are new features.

Illuminated control panel indicates water temperature selected—red for hot, yellow for lukewarm—lights go off when cycle is completed. Red needle indicator shows exact position of washing cycle; white porcelain tub; color decor on back panel, lid and kick plate.

Washes 8 to 9 lbs. dry clothes in 32½ min.; each phase of cycle registered on Time-Line control; flexible action makes it possible to repeat, stop, start at any point. 4-double-vane agitator.

Other features include vibration-free non-bolt down construction; Long life Borg-Warner transmission; non-clog pump; safety cut-off switch; blue and gold trim; 25 in. wide, 26 in. deep, 36 in. high; tub capacity 11 gal. water. Entire cycle uses 34½ gal. hot and cold water.

**NORGE Dryer**

Norge Div., Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Device: Norge Time-Line dryer.

Selling Features: Provides 3 types drying methods: heat dry tumbling; air-dry tumble for synthetic fabrics operates with element turned off, drawing room air into dryer and static dry, providing heat without tumbling for such items as pillows, knitted garments which may be harmed by rapid movement.

Action is registered on blue and gold, illuminated Time-Line control panel, which measures a 60-min. drying period with 10-min groupings; operator can see at a glance how long clothes have been drying.

29-in. diam. cylinder provides increased capacity; in place of perforations, cylinder has smooth Epon-resin finished interior which keeps clothes from linting or wearing out and dries starched clothes

safely 16-in. door opens to 180 deg.—door can be installed on either side of washer; drying action stops automatically, and interior light goes on when door opens. Temperature controls; lint box, easy to empty; 5-way vent choice and accessible outlets, makes it possible to install dryer anywhere flush with wall; 36 in. high, 31 in. wide and 26½ in. deep.

Available in gas and electric models.

**MAYTAG Dryer**

The Maytag Co.,
Newton, Iowa

Device: New 1953 Maytag electric clothes dryer.

Selling Features: Uses condensation principle which carries all moisture and lint to drain where it flushes away by a power pump—no lint blown in air, no trap to clean no drip pan to empty, no escape of moisture into room, no venting necessary; immersion type unit unaffected by moisture; 18 lbs. wet clothes capacity; cycle can be adjusted by timer for any period up to 115 min for hard-to-dry materials, including a 5-min. cooling period; thermostat holds temperature at any point between low for nylon and high for cotton. Door switch shuts off heat, motor and timer when open; clothes can be added or removed and drying continues when door is closed. Inside light turns on when door is opened; white enamel exterior; porcelain enameled dryer drum; aluminum foil and heavy blanket of glass fiber double insulation around drying chamber seals heat, keeps work area cool; lint is channeled to drain by wipers of teflon plastic; smooth finished drum; clothes are lifted by pyramid vanes to fall gently through warm, purified air; 36 in. high, 31½ in. across front, 26½ in. deep.



HOTPOINT Ironer

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Device: Hotpoint deluxe rotary cabinet ironer No. LR-5.

Selling Features: Has 2-speed motor control; 2 thermostatic dials that can be set for any type material; adjustable knee control enables user to sit at ironer with hands free to guide clothes; 26 in. roll; rust and scratch proof ironing shoe tilts back for cleaning; only one shoe needs to be heated for small articles; master safety switch turns unit off when lid is closed.



NORGE Washers

Norge Div., Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Device: 1953 Norge standard washers CW-250 PT, CW-250, 240 and 232.

Selling Features: Model CW-250PT features Norge automatic timer which provides 4 accurately timed wash periods plus a "hold" position for continuous operation. When cycle is completed, a bell rings and washer stops automatically.

CW-250, 240 and 232 hold 22 gal. water, and as optional equipment have positive drain pump that empties tub in less than 2 min.

All models have 3-vane agitator in porcelain enamel tub; 3 models wash 9 lbs. dry and economy model holds 8 lbs. Other features include adjustable balloon-type wringer, agitator control lever; safe balance on 5 easy rolling casters—2 self-locking; porcelain enamel tub interior; non-splash roll rim; self-draining bottom; lightweight lid with gasket; link type transmission permanently lubricated. 27 in. high, 49 in. wide.

Economy model CW-220 holds 20 gal. water, 4 legs and is available with positive water drain pump as optional equipment. 25 in. wide and 47 in. high.

NEW PRODUCTS

1953 Refrigerator Lines



DEEFPREEZE Refrigerators

Deepfreeze Appliance Div.,
Motor Products Corp.,
2301 Davis St.,
N. Chicago, Ill.

Device: Deepfreeze 1953 refrigerators feature storage facilities in door, "Bermuda green" interiors; 2 models equipped with automatic defrost.

Selling Features: A-960 and A-1150 with 9.3 and 11 cu. ft. capacity, feature "Electromatic" defrost.

B-960 and B-1150 feature new green interiors.

Two deluxe models G-960 and G-1150 have new color treatment, and feature 50 lb. freezer compartment; floor storage facilities; twin high-humidity crispers and butter boxes.

F-960 with standard white interior has freezer compartment, frozen storage drawer; rust-resistant shelves; twin high-humidity crispers; and door storage.

Handy Jugs; Handy Bins built into doors of 4 models. All models have 10-pt. temperature controls.



KELVINATOR Refrigerators

Kelvinator Div.,
Nash-Kelvinator Corp.,
Detroit, 32, Mich.

Models: Kelvinator refrigerator line for 1953 includes 10 models.

Selling Features: Key model in K-series, KPC-9.4 cu. ft., has push-button Magic Cycle defrosting, roll-out dairy shelf; built-in butter chest; shelves in door; large-capacity horizontal freezer; Colonial Blue interior.

KTC-9.4 cu. ft. 2-door combination, with humidiplate defrosting.

KAC, 9-cu. ft. single-door model,

with horizontal freezer; Magic cycle self-defrosting.

KHC, 9.4 cu. ft. has manual defrosting with horizontal freezer; KSC is 10-cu. ft. model with side evaporator.

M-series includes 3 models in 31-in. cabinets; 2 are Magic Cycle 11-cu. ft. models; MAC self-de-



frosting and MPC pushbutton-operated. MTC, top model, 12 cu. ft. 2-door combination.

N-series has 2 models: 7.6 and 7.1 cu. ft. storage space in a compact cabinet 24 1/4 in. wide. NHC features horizontal freezer chest, full-width crisper and door-shelves; AM has side-mounted evaporator, shatterproof polystyrene meat tray and door shelves.

Magic Cycle models and refrigerator-freezer combinations feature full-width dairy-shelves that roll out on nylon rollers; butter chests built into door.

MAC and KAC defrosting is actuated by clock-timer. MPC and KPC defrost is pushbutton controlled.



NORGE Refrigerator

Norge Div., Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Models: 9 new refrigerators in Norge 1953 line.

Selling Features: Ice-gold, glacier tone, and cool-tone interior accessory colors on krisper, meat keeper, drip tray, butter conditioner, throat lining, door shelves, freezer door and cold control knob.

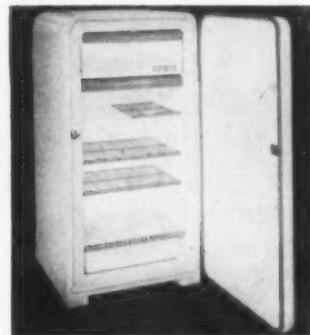
Adjustable plastic panels on either side of frozen storage tray

increases or decreases cold air circulation to compensate for changes in weather, humidity and food storage. Cold air circulation in refrigerator section can be adjusted without lowering freezer chest temperature.

Jet-Self-D-Frost, automatic defrost system automatically defrosts about 2 a.m.; defrost water flows from drip tray to Handifroster.

Flexible interior storage arrangements; Handidor has compartments for eggs, bottles, fruit, butter bank with temperature control; full width freezer chest; freezer door serves as loading shelf; swing-shelf, insert shelf and adjust-a-shelf provides varied storage arrangements.

Most above features on No. 916, 9 cu. ft. model and No. 1116, 11 cu. ft. model.



QUICFREZ Refrigerators

Sanitary Refrigerator Co.,
Fond du Lac, Wis.

Device: New 9 cu. ft. Quicfrez refrigerator.

Selling Features: Rounds out line to 5 models; features include chill tray below frozen food compartment; full size crisper drawer; cross the top food compartment holds 36 lbs.; 13.8 sq. ft. shelf area; blue-green pastel trim on freezer compartment, chill tray and crisper drawer.



PENQUIN Refrigerated Furniture

Springer Industries, Inc.,
31-28 Queens Blvd.,
Long Island City, 1, N. Y.

Models: 4 models in 1953 line—Hollywood, 18th Century, Contemporary and Far East.

Selling Features: Hollywood has 2 1/2 cu. ft. storage space; Fiberglass insulated; temperature cold control; 2 aluminum shucker-self-releasing trays; Tecumseh, 1/9 h.p., 110-volt a.c. hermetically-sealed condensing unit. Serving section top in wood-grained Formica is 5.25 cu. ft.; Formica cocktail serving table nests under cabinet.



TRUE-HEAT Steam-Mates

General Mills Inc.,
400 Second Ave., S.,
Minneapolis, 1, Minn.

Device: General Mills Tru-Heat iron No. GM1BB and the new steam ironing attachment No. GM-4B.

Selling Features: Steam iron features tapered heel for ironing in any direction; safety side rests; extra-large permachrome soleplate; Permarod 1100 element from toe to heel; easy-to-see and set heat control dial; weighs 3 lbs. 2 oz.; 115 volts a.c. only.

Redesigned steam ironing attachment for True-Heat iron features a new Permamold tank, automatic spring lock for easy attachment, to iron improved water channeling; polished cast aluminum soleplate, weighs 1½ lbs. empty and 2½ lbs. full; improved rest stand comes with each attachment.



HOTPOINT Dishwashers

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Models: 6 new 1953 dishwashers in Hotpoint 1953 line.

Selling Features: A new type detergent dispenser automatically injects detergent into two consecutive washing cycles; dispenser, located on door, has 2 compartments—during 1st 5-min. wash detergent from one compartment is mixed with water; in second 5-min. wash, detergent in other compartment is exposed to water action. Wash cycle includes a 45-min. spray, two 5-min. detergent washes, two 1-min. rinses with clear water, then a 30-min. drying period in which air is electrically heated and circulated among dishes by means of an impeller.

A separate upper dishrack that rolls out on ball bearings in stainless steel runners for easier loading; vinyl plastic on upper and lower racks to protect dishes; new design of dish racks permits upper rack to be reversed end to end providing room for large dinner plates and tall glass clearance. Gravity drain principle eliminates a number of working parts; new type screen around impeller prevents recirculation of food and permits quick

NEW PRODUCTS

drain between each cycle; heating unit around impeller heats air during drying cycle, and gives added boost to water temperature during wash and rinse cycle.

Available in 27-in. wide under-counter and free standing models; in 48-in. sink combinations which include a garbage disposal unit. Sink models have high backsplash with 2 soap compartments, a faucet operated by a single lever; pre-plumbed machines which can be installed with existing plumbing are also available.



CALCINATOR Garbage Disposer

Calcinator Div.,
Valley Welding & Boiler Co.,
Bay City, Mich.

Device: Calcinator electric garbage disposer, or incinerator.

Selling Features: Involves 2 processes: dehydration and combustion; unit is table-top height finished in taupe or white; powered by a 600 watt unit, 115 volts; plugs into any outlet; may be installed in basement, utility room, kitchen, garage or other location with separate flue; factory set time clock controls operation for three 1-hr. periods every day. Disposes of all food wastes and burnable trash except glass and metal. A deluxe model in white enamel with chrome trim is also available.



ROTO-BROIL Combination Broiler-Rotisseries

Jay Broiler Co.
192 E. 4th St.
New York, 9, N. Y.

Models: Roto-Broil Fiesta and Roto-Broil Savoy.

Selling Features: Fiesta barbecues, roasts, broils, grills, fries, boils and

toasts; hinged top grill; 3-heat element control with low warming heat; skewer spit for fowl and roasts, Bar-B-Q spit for smaller meats; Windo-vu spatter shield with glass pane insert; heavy duty Roto motor; Bakelite carrying handles; folding tray handle; chrome finish.

Savoy, features bell-ringing automatic timer; 3-heat element control and built-in motor that slowly rotates automatically; "Windo-Vue" spatter shield.

Both models have a capacity for an 8 lb. fowl or a 12 lb. roast.



KELVINATOR Ranges

Kelvinator Div.,
Nash-Kelvinator Corp.
Detroit, 32, Mich.

Models: Kelvinator ranges for 1953 include 10 models, six 40-in., two 30-in. and two 21-in.

Selling Features: 6 models in standard 40-in. line offer choice of high or low backguard, deluxe or standard switches, manual or automatic cooking and one or two ovens.

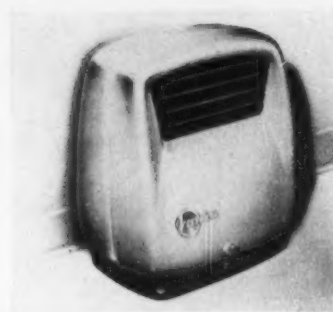


30-in. models feature a giant 23-in. wide oven; ER-323 has standard manual controls; ER-353 has built-in top light and automatic clock oven-control.

Space-saving 21-in. series has 3 or 4 surface units in a size designed for locations where floor space is at a premium.

"Picto-Heat" switches on ER-93 deluxe single-oven and ER-93D deluxe double-oven; show in color the 7 settings for surface cooking.

ER-93 and ER-73 with high deluxe backguard and automatic clock oven-timer feature an up-down deep-well cooker unit, with its own built-in "elevator."

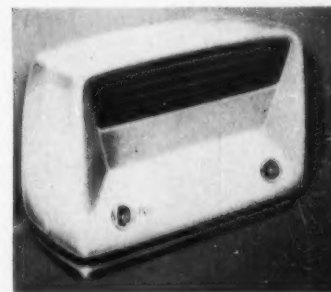


VECTAIRE Heaters

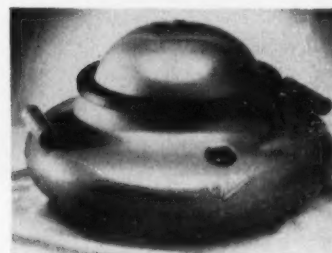
Federal Products Div.,
Federal Malleable Co.,
Milwaukee, Wis.

Models: 2 new Vectaire heaters with new principle of air movement.

Selling Features: Fan, commonly used in this type of heater has been eliminated and by use of a venturi tube principle heaters create air movement at rate of 100 ft. per min. with no moving parts;—the higher the heat output the greater the air volume, consequently the outer case remains cool. Thermostatic controls automatically hold each room at desired temperature.



Available in a portable model, 1500-watts, 120 volts; and a larger 3000 watt, 240 volt model available in on-the-floor, and in-the-wall styles. This 3000 watt model has capacity sufficient to heat average room in south, south-west and west coast areas.

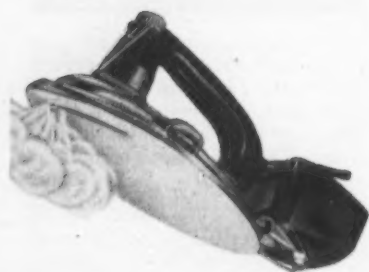


WALTON Humidifier

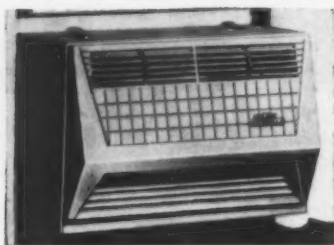
Walton Laboratories Inc.,
Irvington, 11, N. J.

Device: Walton "Sherwood" table type humidifier.

Selling Features: Evaporates into air better than 3-gal. water per 24-hr. day, enough to moisten air of approximately 3 to 4 average sized rooms; can be used with any type heating. Walton humidifier line includes table models, automatic controlled consoles with evaporating range from 3 to 10 gal. per 24-hrs.



The most sensible
STEAM IRON
 anyone could ask for!
 The General Mills
 Steam Iron comes
 apart for lighter,
 easier dry ironing!



MITCHELL Air Conditioners

Mitchell Mfg. Co.,
 2525 Clybourn Ave.,
 Chicago, 14, Ill.

Models: 1953 line of Mitchell window-type room air conditioners includes a $\frac{1}{2}$ h.p. and a $\frac{1}{4}$ h.p. model, Nos. M-133 and M-123.

Selling Features: Featuring new compact cabinet design of furniture steel with Styron plastic finish in decorator's beige; cabinets project $12\frac{1}{2}$ in. into room, overall dimensions are $13\frac{1}{2}$ in. high, $22\frac{1}{2}$ in. wide and $27\frac{1}{2}$ in. deep; units slide into window like dresser drawer; features include a sound muffler and centrifugal blower fan; comfort flow adjustable air delivery grills allows flow of air to be directed up or down for draft-free circulation or ventilation; Turbo-Dryer refrigeration system eliminates stagnant refrigerant; Micro-Filter eliminates dirt, dust, pollen through double action large-face viscous coated filter; special Mitchell air wash traps microscopic particles of pollen. Both models operate on standard 115 volt, 1 phase, 60-cycle a.c.



RCA VICTOR Air Conditioners

RCA Victor Div.,
 Radio Corp. of America,
 Camden, N. J.

Models: 7 new RCA Victor air conditioners are announced for 1953—5 window-type and 2 consoles.

Selling Features: All models clean air by removing dust, lint, pollen and germs; cool air to desired degree and circulate air to all parts of room.

Motors in window-type models are permanently lubricated; most models have built-in thermostats to automatically maintain room temperature.

Window models are finished in "phantom gray"; adjustable, modern design grille covers entire face of appliance; air flow can be directed and controlled to suit owner; lift-top for easy removal of filter. Smallest window model, No. 33, has $\frac{1}{4}$ h.p.; or 4175 btu capacity and removes more than 15 qts. moisture from air every 24 hrs; thermostat optional.

NEW PRODUCTS

1953 Air Conditioner Lines

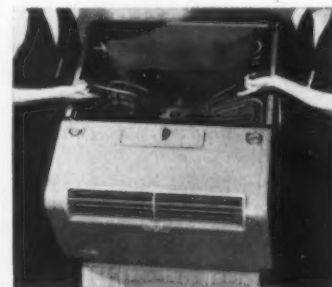
No. 50, $\frac{1}{2}$ h.p., has 6050 btu; built-in thermostat; removes more than 21-qts. moisture in one day.

No. 75 Deluxe and Standard, $\frac{1}{2}$ h.p. models have 9010 btus; 30 qt. moisture removal. Thermostat is optional in standard and built-in on deluxe.

No. 100, 1 h.p. model has 10,650 btu; thermostat; removes 37 qts. moisture.



Consoles in wood cabinets finished in mahogany or blond, or in steel for commercial use. Console-100, 1 h.p. has 51 qt. removal. Console-150, has $1\frac{1}{2}$ h.p. and 15,500 btu capacity.

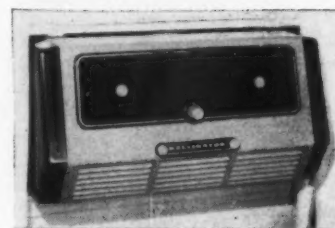


FRIGIDAIRE Air Conditioners

Frigidaire Div.,
 General Motors Corp.,
 Dayton, 1, Ohio

Models: Two new room air conditioners a $\frac{1}{2}$ and a $\frac{1}{4}$ h.p. has been added to the line which now includes models of $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 h.p. sizes.

Selling Features: Units named according to hp rating are known as "Super-33", "Super-50", "Twin-75" and "Twin-100." All models provide fresh air, exhausting, circulating, filtering and dehumidifying; similar in outward appearance and design, they are self-contained and easy to install; controls on top of unit; 4-way adjustable louvers and vanes at top front direct air to any part of room; powered by same type Meter-Miser compressor used in Frigidaire refrigerators. Super-33 and 50 have one Meter-Miser. Twin-75 and 100 models have 2 meter-mizer systems, providing "selective cooling."; blower fan on all models can be operated separately to provide air circulation only; unit projects 13 in. into room; dove gray enamel finish.



KELVINATOR Room Coolers

Kelvinator Div.,
 Nash-Kelvinator Corp.,
 Detroit, 32, Mich.

Models: Two new room coolers—RAC-80 and RAC-60.

Selling Features: RAC-80, $\frac{3}{4}$ h.p. sealed unit; 8800 btus per hr; moisture removal capacity of $2\frac{1}{2}$ pts. per hr. RAC-60, $\frac{1}{2}$ h.p. Tan and brown finish; projects $9\frac{1}{2}$ in. into room; fits double hung windows from 27 to 48 in.; spacer panels available for windows more than 48 in. wide.

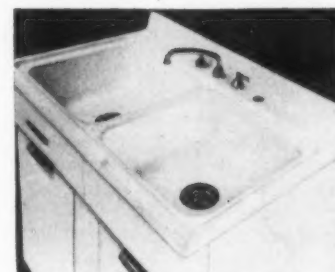


MAGIC CHEF Air Conditioners

Magic Chef, Inc.,
 1641 S. Kingshighway Blvd.,
 St. Louis, 10, Mo.

Model: 3 new Magic Chef air conditioners— $\frac{1}{2}$, $\frac{3}{4}$ and 1-ton.

Selling Features: Controls are concealed but accessible; filter area and cool-air output has been increased; removable adjustable air-flow grille; available in green, rose, tan and cream.



MURRAY Cabinet-Sink

The Murray Corp. of America,
 Scranton, Penna.

Model: Cabinet-sink with new double-shallow tubs.

Selling Features: Each tub is $6\frac{1}{2}$ in. deep; cabinet under each; provision for hose-spray mounting; 14-gauge steel sinks of acid and stain-resistant titanium; baked-enamel cabinet; sliding drainboard at extra cost.

finest appliance of its kind . . . and we PROVE it!

TEST THIS SENSATIONAL APPLIANCE IN YOUR HOME!

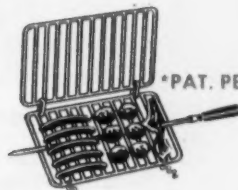
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Complete Electric Kitchen!

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BAR-B-Q
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Smaller meats —
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SPATTER SHIELD

3 HEAT CONTROL!
• HIGH AND MEDIUM
• LOW WARMING HEAT

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ROTISSERIE MADE WITH 3
CONTROLLED, ADJUSTABLE HEATS!

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TOASTS 6 SLICES BREAD,
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ELECTRICAL MERCHANDISING—JANUARY, 1953

PAGE 315



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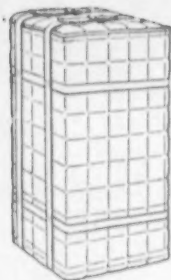
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NEW PRODUCTS

1953 Freezer Lines



NORGE Freezers

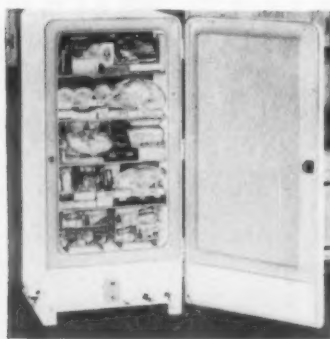
Norge Div., Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Models: VFF-213 double door upright and single door upright VHF-1125 and 3 chest-type freezers.

Selling Features: Double-door upright has 725 lb. frozen food capacity, 21 cu. ft. interior; "Jet freeze" shelves provide fast freezing on upper and lower surfaces; two 5-position adjustable shelves; two roll-out baskets on nylon rollers, each with 21 lb. frozen food capacity; thermostatic control permits adjustment of temperature to 52 degs. below zero.

VHF-1125 has 400 lbs. frozen food capacity.

Chest-type freezers in 8, 15 and 23 cu. ft. sizes feature hermetic compressor; cabinet wall construction; wrap-around aluminum tubing; large capacity wire baskets with plastic-wrapped handles; recessed toe-space; circulating cold air and fiberglass insulation; "Sentinel Lites" at lower right corner indicate when temperature rises above 15 deg. F.



DEEFPREEZE Freezers

Deepfreeze Appliance Div.,
Motor Products Corp.,
2301 Davis St.,
N. Chicago, Ill.

Models: CU-19 upright has been added to Deepfreeze freezer line, plus 4 deluxe chest-type models—Nos. C-75, C-135, C-175 and C-235.

Selling Features: CU-19, upright freezer designed for kitchen use, has 19 cu. ft. capacity, stores 665 lbs. food; 1-piece heavy-duty steel

cabinet; 4 "zero shelves", 2 wire baskets; "Bermuda green" interior; has all features of CU-11 introduced earlier including static condenser, every shelf acts as "quick freezer"; condenser and refrigerant coils placed on underside of shelves; centered at top of freezer interior is a single temperature dial which enables user to set freezer at 10 different levels of cold from zero to minus 10 zero; full-length 1-piece doors have rubber gaskets, finger-type pressure chrome handle; trigger-type, self-sealing latch, polystyrene breaker strip of metalescent green; Fiberglas insulation throughout; floor-leveling device.

Chest-type freezers have 7, 13, 17 and 23 cu. ft. capacities. All have design and decorative revisions and new interior color treatment.

Standard B-7 and B-13 chest freezers have been restored to line after a cessation last spring because of materials.



KELVINATOR Freezers

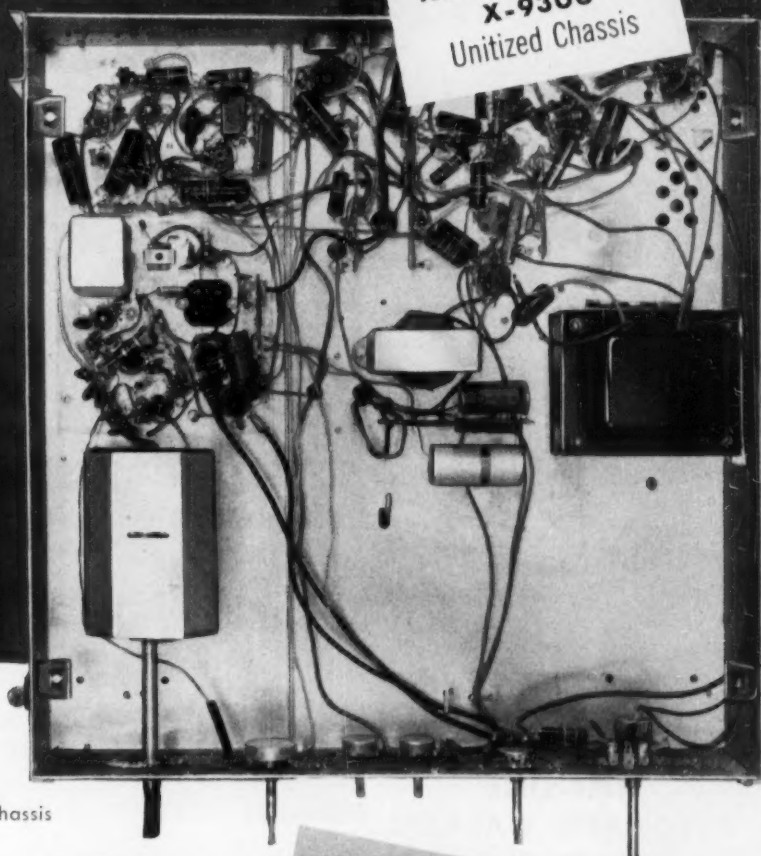
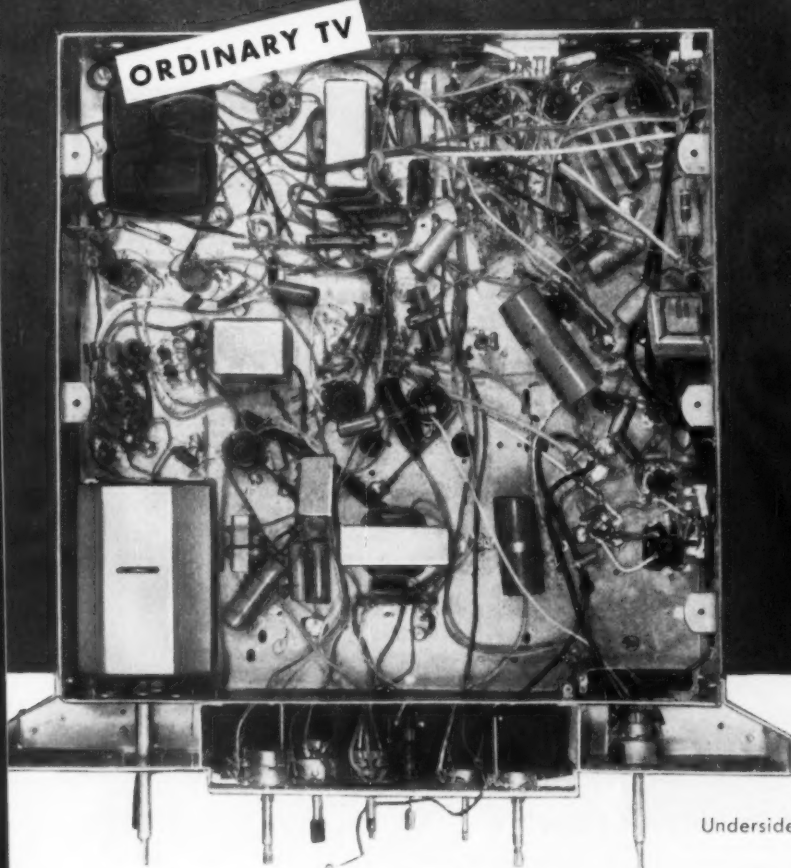
Kelvinator Div.,
Nash-Kelvinator Corp.,
Detroit, 32, Mich.

Models: Kelvinator 1953 freezer line includes a new 18-cu. ft. upright and 4 chest models.

Selling Features: Upright model No. FR-183 has 630 lbs. food storage capacity in a 36x30-3/8 in. floor space; 4 separate compartments, each with its own pair of center-opening inner doors of polystyrene; refrigerant coils surround top, bottom, back and sides; Kelvinator's polarsphere sealed unit; special control located in machine compartment makes it possible to reduce temperatures below normal zero when sharp freezing is desired.

Chest models are as follows: FR-63, 6 cu. ft. capacity holds 210 lbs.; recessed table-top lid; 2 storage baskets. FR-93; 9.4 cu. ft. capacity; holds 325 lbs.; equipped with automatic floodlight, 2 baskets, including "Pastrirack"; FR-133, 12.9 cu. ft. capacity; 450 lbs.; automatic floodlight, 2 baskets including Pastrirack. FR-203, 20 cu. ft. capacity, holds 700 lbs. 2 compartments with separate lids, 2 baskets including Pastrirack."

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A revolutionary new Unitized Circuit Design—Stewart-Warner's "X-9300" chassis—backed by 28 years of electronic experience and location-proved. OUTPERFORMS... OUTDISTANCES anything in the industry—even in "fringe" and weak signal areas. Absolute dependability! An innovation in simplified servicing! See the amazing "X-9300" Chassis featured in the new Stewart-Warner line. Call or stop in at your Stewart-Warner Distributor TODAY!

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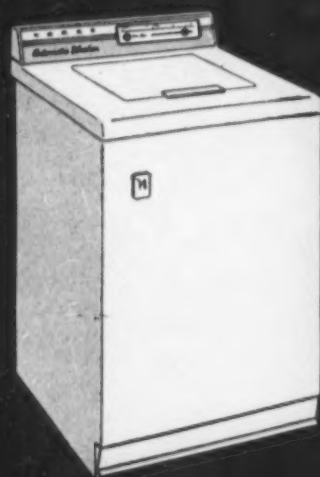
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NORGE '53 line

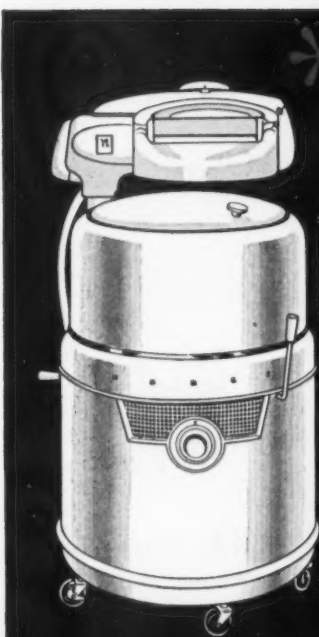
You're Invited
to see the complete new NORGE Line at the
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Merchandise Mart—Space 234

● Ideas move appliances—ideas in product features . . . ideas in selling strategy. Put them together and you've got a picture of the great new Norge line for '53! And to make sure your customers hear and read about these wonderful new products, Norge is supporting its dealers with a great new advertising campaign for 1953. Yes, Norge is going places. How about you? Call your Norge distributor today for full details.



NEW! NORGE REFRIGERATORS

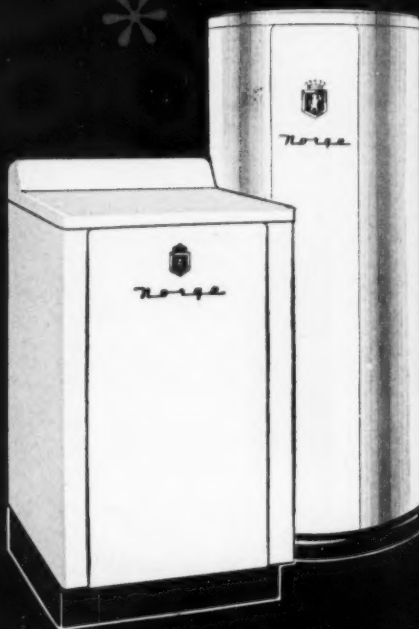
9 top-value models—including 3 Jet Self-D-Frosters—simplest, most practical of all automatic defrosting methods. And to spearhead the line—new promotion models that are deluxe in features, low in price.



NEW! NORGE CONVENTIONAL

WASHERS

7 models with famous NORGE Triple-Action that gets clothes cleaner faster—by actual test. A model for every budget—from the super-deluxe CW-250PT to the sensationally low-priced CW-220!

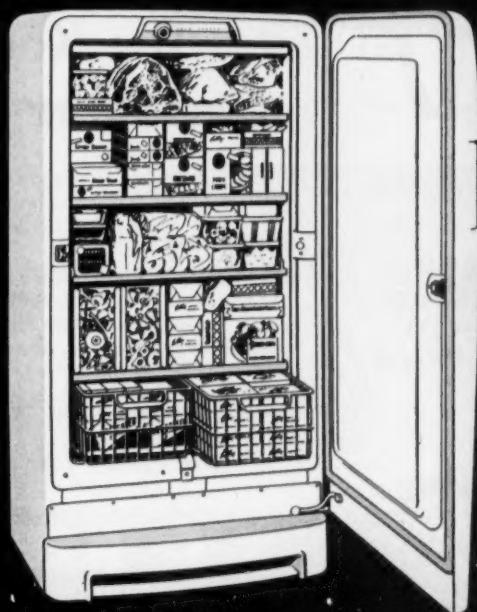


NEW! NORGE WATER HEATERS

Vertical and Table-Top models—12-82 gallon sizes. Direct-projection heating element heats water faster, cheaper. Magnesium anodes check rust. 10-Year Protection Plan!

NEW! NORGE HOME FREEZERS

4 models including the now-famous Jet-Freeze VHF1125 Upright model. 3 new chest-type. 5-year Protection Plan against failure of freezer mechanism and food spoilage.



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The Kees Brooder Lamp

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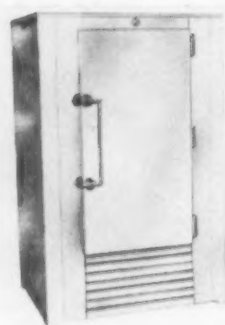
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TO RETAIL
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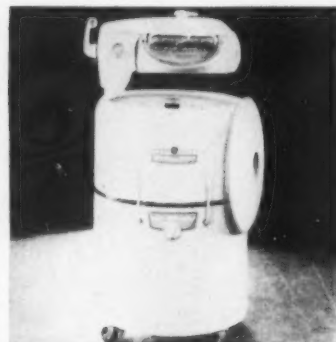


FRESHMASTER Freezer

Freshmaster Corp.,
455 11th Ave.,
New York, N. Y.

Model: Freshmaster 30-cu. ft. upright freezer, No. FD-30-SC.

Selling Features: Prefabricated sectionally; can be assembled by unskilled mechanics, the manufacturers claim; holds more than 950 lbs. food; assembled freezer is 71½ in. high, 49½ in. wide, 37½ in. deep; exterior and interior of all sections formed from heavy gauge aluminum sheets—no paint or porcelain; all exterior seams sealed to protect insulation; full opening, non-warping doors sealed by non-freezing rubber gasket; special heating element prevents frost from forming around door; special sealing compounds and materials are applied to adjoining surfaces of all sections; brass, heavy duty chrome plated hardware; all shelves equipped with freezer coils to serve as freezing plates; ¼ h.p. Tecumseh hermetically sealed unit.



G-E Wringer Washers

General Electric Co.,
310 W. Liberty St.,
Louisville, 2, Ky.

Models: 3 new wringer washers in G-E 1953 line.

Selling Features: Line includes a deluxe, WC-830, a medium-priced WC-430 and a low-priced model WC-230.

All models restyled: new lightweight black plastic agitators; white baked enamel finish; all models equipped with impeller-type drain pumps.

Deluxe WC-830, has a timer which controls wash period up to 15 min.; an "instinctive" wringer; roll pressure release bar above the rolls; wringer rolls automatically ad-

just themselves to thickness of garment; 10 lbs. dry clothes capacity.

WC-430 has wringer rolls that automatically adjust to thickness of garment; wash and drain controls located close together at front of machine; 8 lbs. dry capacity.

WC-230 has 8 lbs. dry capacity; drain control located at back of machine; WC-430 and WC-230 also available without drain pump for \$10 less.

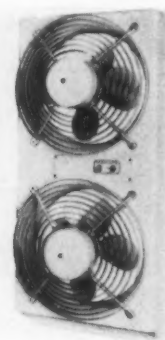


CROWN Range

Crown Stove Works,
4631 W. 12th Place,
Chicago, 50, Ill.

Device: Crown space-saver 30-in. range, No. 3030.

Selling Features: King-size oven has capacity for 8 pies or cakes, or 12 loaves bread—measures 24x18x14 in.; backsplash has fluorescent lamp, clock and timer and convenience outlet; occupies 30x26½ in. floor space; surface units consist of two-1250, one-1425 and one-2000 watt units.



R & M Window Fans

Robbins & Myers, Inc.,
Fan Div.,
387 S. Front St.,
Memphis, 2, Tenn.

Model: R & M twin-fan casement window fan. No. R-W 1253.

Selling Features: 2-speed electrically reversible; easily installed in 3-light casement windows; panels furnished to fit standard 4-light casement windows; can be mounted with or without screen; 12 in. blades on both fans; 2000 cfm high, 1500 low; 1550 rpm high, 1300 rpm low; uses 180 watts high and 135 watts low. 115 volt, 60 cycle, 16½ in. wide, 36¾ in. high; silver gray finish.

HE'S MARRIED... to a girl who will spend \$40,000 of his money in the first 10 years!



Through these habit-forming years, this young wife will read and buy from **TODAY'S WOMAN**—the only magazine edited *just for her*.

EVERY TIME he looks around—it's 'bye, 'bye bank-roll. That's because he's married to our girl, that fast-spending, sense-making reader of **TODAY'S WOMAN**. Is he down-hearted? Not one bit. He knows that almost every dollar of his \$4,665 yearly income* goes for family and home. Our advertisers know it, too! Even more important, they realize that the brand preferences established during these ten top spending years will last a lifetime. Are *you* with us?

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*Median family income of Today's Woman reader, 30% higher than national median.

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NOW, extend the buying habits formed over these years through a lifetime, and you realize what a powerful business friend you have in **TODAY'S WOMAN**. Why not let this magazine go to work for you as it has for 368 other delighted advertisers?

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If you would like further information about **TODAY'S WOMAN** and its readers, call or write Mr. Joseph De Lone, Advertising Manager, **TODAY'S WOMAN**, 67 West 44th Street, New York City. Or dial MU 2-3606.

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You'll move it faster, easier, safer with AMERICAN-KEEN TRUCKS

Adjustable . . . All-Purpose Home MOVERS

FLEXIBLE! You tailor-make your truck to fit the job . . . Easy, sure, safe and dependable. Only seconds required to adjust the truck to fit units to be moved . . . Extra carrying handle—stair-climber feature.

LIGHT! STRONG! Constructed of extruded magnesium sections for light weight—strength—rigidity.

MANEUVERABLE! Equipped with quick-acting swivel casters to move in any direction—for easy handling, loading onto delivery trucks and for use as a dolly.

SAFE! Surfaces rubber padded to protect appliances from scratching, denting, marking . . . web straps with patented, self-tightening leverage buckles insure positive locking of load to truck.



Write today for full details and a free copy of the new American-Keen Catalog.

CLIP THIS COUPON NOW!

The American Pulley Company
4234 Wissahickon Ave., Philadelphia 29, Pa.

Gentlemen:
Please send me full details and a free copy of the new American-Keen Catalog today.

Name _____

Title _____

Firm _____

Address _____

City _____

Zone _____

State _____

Materials Handling by

**AMERICAN
PULLEY COMPANY**

Complete Line of Pressed-Steel Hand Trucks,
Barrel Cradles, and Steelite Industrial Wheels

NEW PRODUCTS

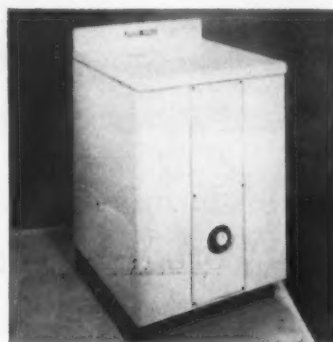


TEMPMASTER Humidifier

Tempmaster Corp.,
1338 McGee St.,
Kansas City, Mo.

Model: Tempmaster No. H-3 home humidifier.

Selling Features: Will humidify a 6 or 7 room home of average construction under normal conditions, consuming less power than a 50-watt light bulb; small motor-driven pump, submerged in water reservoir pumps water up through tube to top of humidifier where it is evenly distributed to special humidifier pack in rear of unit; circulating water keeps fiber surfaces of pack constantly wet. Fan draws warm dried-out air from room through back, through pack where it absorbs right amount of moisture. Humidified air is distributed up through top of cabinet into room; no spray, no moisture or droplets—all moisture is pre-evaporated within unit. Cabinet is 19 in. high; 15½ in. wide, 11½ in. deep; operates on 110 volt 60 cycle a.c.; plugs into any outlet.



G-E Water Heaters

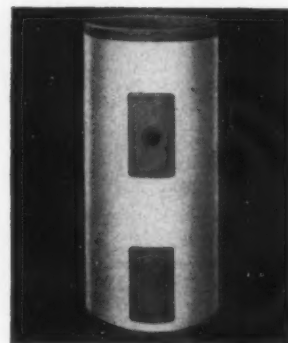
General Electric Co.,
310 W. Liberty St.,
Louisville, 2, Ky.

Models: 3 new GE table-top water heaters, HG-30-7A, HG-40-7A and HG-40-8A.

Selling Features: Designed with top connections for easy installation—cold water inlet, hot water outlet and electrical connection box all on top. External control on front adjusts water temperature to "hot" for washday, high demand needs, "normal" for day-to-day use; or "warm" for limited operation; glass-fiber insulation; cold-water baffle; thermostat; galvanized steel tank; enclosed sheath-type

element. Sizes include a 30-gal with single element, a 40-gal. with single unit and a 40-gal with twin elements and interconnected thermostats for limited demand operation. All models may be purchased without porcelain enamel worksurface for undercounter installation.

Availability: During first quarter of 1953.



FORD Water Heater

Ford Steel Products Corp.,
45 Division St.,
Tarrytown, N. Y.

Model: Ford 1953 water heater.

Selling Features: Differs from 1952 model by an improved color combination of white and gray; white heater jacket with gray cover plates, legs, top and bottom pans; available with single or double elements with wattages ranging from 750 to 4000 in following sequences: 750, 1000, 1250, 1500, 2000, 2500, 3000 and 4000-watts; high temperature cut-out protection available where specified; improved Fiberglas insulation blanket; double element models feature interlocking thermostats wired for off-peak operation.



ACME Spacemaster

Acme-National Refrigeration Co., Inc.,
29-24 40th Ave.,
Long Island City, N. Y.

Model: Acme Spacemaster 3-in-1 kitchenette.

Selling Features: Refrigerator incorporates a stainless steel top fitted with 20 burner 110 volt surface units or a 2-burner gas unit; worksurface includes stainless steel sink; unit measures 30-in. wide; electric surface units available for 220-volts or 110-volt "plug-in" use; refrigerator has 4-cu. ft. capacity.



Quicfrēz*
announces...

COLOR HARMONY

... a dramatic new concept
in refrigerator styling.

see it at the Furniture
Mart, space 539-B...
sell it in your
community!

Quicfrēz* Inc.

formerly Sanitary Refrigerator Co.
Fond du Lac, Wisconsin



*T.M. Reg. U.S. Pat. Off.

THEY'RE
ASKING
FOR
IT!



BEST REASON YOU SHOULD STOCK



THE TURNER BOOSTER

- New and beautiful!
- Cascade circuit!
- Continuous tuning!
- Brighter, sharper picture!
- Minimizes noise and snow!
- Simple to install!
- List price \$57.50.

Proof of the Turner Booster's popular appeal to TV set owners piles up every day from dealers all over the country. "They're asking for it!" say the dealers, "Double our order for the Model TV-2." Get your share of the profitable Turner Booster sales that are pyramiding from coast to coast. Order this finest of all TV boosters now!



THE TURNER COMPANY, Cedar Rapids, Iowa
EXPORT: Ad. Auriemo, Inc. IN CANADA: Canadian Marconi Co.
89 Broad St., New York 4, N. Y. Toronto, Ont., and Branches.



**YOU CAN'T MISTAKE ITS QUALITY
YOU MIGHT MISTAKE ITS PRICE**

EVEREDY Infra-Red BROILER



Ever have a shopper say "I can't pay that much for a broiler"? Turn that shopper into a customer with this inexpensive circular beauty.

Everedy's round design puts "all the heat on all the meat" for fast, charcoal-like broiling. Safe handling with cool Bakelite handles and feet; dual shelves for removable broil pan—with a handle that stays cool, away from heat. Gleaming chrome finish washes like glass or china. . . . Order a supply from your jobber now . . . or write direct for literature and prices.



FREE...
with each Broiler goes a colorful, illustrated 16-page Recipe Booklet—prepared by an expert Maryland caterer.

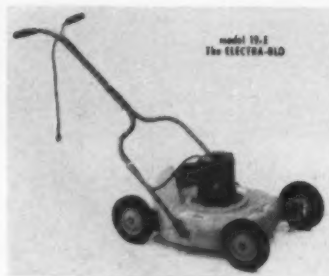
Gift-boxed in a striking corrugated carton, Everedy's Infra Red retails at a volume figure of only \$14.95. (\$15.95 Denver & West) Order yours now.

THE EVEREDY COMPANY
Appliance Sales Department
FREDERICK, MARYLAND

VOLUME PRODUCERS OF ELECTRIC BROILERS SINCE 1935

NEW PRODUCTS

1953 Lawn Mower Lines



SENSATION Mowers

Sensation Mower, Inc.,
Ralston, Neb.

Models: 2 new 1953 models with special double-mulch feature. Mow-Blo, 19G and Electra-Blo, 19E.

Selling Features: Circular chassis has wheels set so blade is within range of grass along walls and fences, eliminating most hand trimming; both cuts 19-in. swath have lightweight aluminum alloy chassis, ball bearing wheels with puncture-proof tires. Mow-Blo powered by choice of 1.6 or 2 h.p. gasoline engine; adjustable cutting height from 1 to 3 in. Electra-Blo has ½ h.p. high-speed ball bearing electric motor, cutting heights adjustable from 1 to 3½ in.



REO Mower

Reo Motors, Inc.,
Lansing, 20, Mich.

Model: Flying Cloud rotary power lawn mower.

Selling Features: 20-in. cutting width; automatic rewind starter; throttle control at finger tips; normal engine speed 3200-4000 rpm; blade speed 2250-2800 rpm; 1½ hp. Reo-built engine; slip disc clutch; blade is 3 in. wide with 30 deg. bevel; front trimmer type mower, cuts within 1-in. of obstructions; adjustable cutting heights from 1 to 3 in.; puncture proof rubber tires; adjustable handle.



EVERSHARP Mowers

Midwest Mower Corp.,
1006 Olive St.,
St. Louis, 1, Mo.

Models: 1953 line of Eversharp reel-type lawn mowers include "Town and Country", "Surburban".

Selling Features: "Town and Country" has 21-in. cutting width, 4-cycle 1.6 h.p. air cooled engine; features "Stop & Go" fingertip controls; 2-piece "free floating" tubular steel handle; self-propelled, steel reel, adjustable to compensate for wear, mounted on Timken self-aligning roller bearings; 5 self-sharpening blades and cutter bed blade with 5 steel spiders; positive action pawl type clutch; adjustable cutting height from ½ to 2 in. Automatic recoil starter available as extra equipment.

"Surburban" similar to "Town and Country" with 18-in. cutting width and 4-cycle 1.1 h.p. engine. Two low-priced reel type units



JACOBSEN Rotary Mower

Jacobsen Mfg. Co.,
Racine, Wis.

Device: Jacobsen 18-in. rotary mower.

Selling Features: Cutter bar pitched to provide suction lift; driven through special friction plates which absorb impact and prevent shock damage to engine and cutting unit; 2 cutter blades are hardened, double-edged sections which are solidly fastened to prevent turning; streamlined tubular handle; rubber grips; free-floating to absorb ground jolts; handle may also be placed in vertical position for convenient storage.

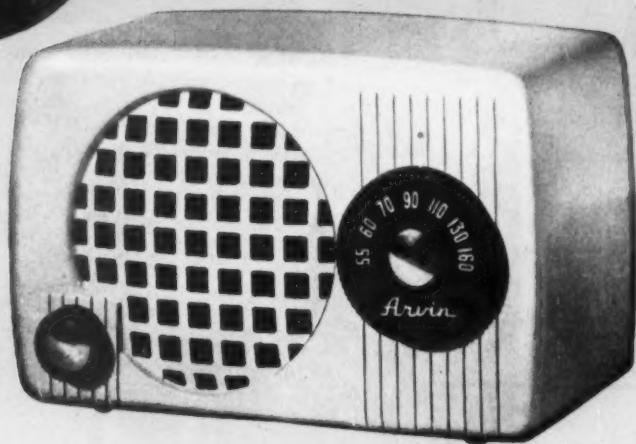
To give your radio sales a post-holiday boost...

Arvin

announces:

1

A new AC/DC superhet
at \$12.95...
...yes, \$12.95*



**Build terrific traffic with
this sensational radio value!**

Arvin Pal—Here's the go-gettingest leader you ever had in your radio section! It's smooth looking and sharp performing—a high quality Arvin AC/DC superhet. Shatterproof metal cabinet laughs at the hazards of travel or kids' rough-and-tumbles. It's compact to fit easily on night table, shelf or handy corner anywhere in the house—or to pack in a suitcase. Four tubes including rectifier; genuine Alnico speaker. Ivory finish with ebony dial and knob. Exactly what your radio department needs to turn a cold season into a hot season. Model 542T.

Exclusive Arvin Velvet Voice tone with automatic volume control and other "big set" features.

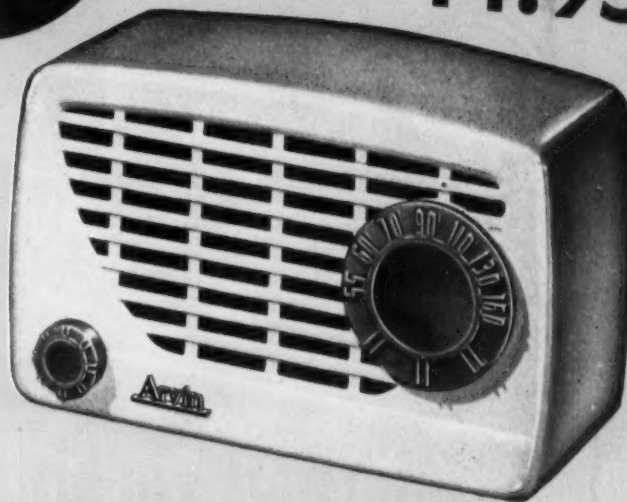


If you don't know your Arvin distributor
use this order form

2

New lower price on
Arvin Rainbow...

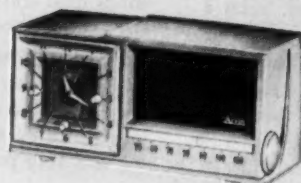
\$14.95*



**America's favorite Personal Radio—
6 gorgeous colors!**

Arvin Rainbow—Rain or shine, summer or winter, lean times or lush, the compact, colorful shatterproof Arvin Rainbow keeps rolling up amazing sales totals all over the U.S.A. Over 3 million satisfied users! Originally introduced at \$18.95, its six gorgeous decorator colors made traffic-stopping displays in thousands of stores. At the new, drastically reduced price of \$14.95, it's a natural for a price leader—a smash-hit as a window and island display. Feature its multiple uses—for kitchen, bedroom, playroom, hotel, hospital, dormitory! Model 540T in Cherry, Flame, Citron, Avocado, Pebble and Ivory.

P.S.—Wake up your sales automatically with Arvin Sleepytimer!



Arvin Sleepytimer is as successful in waking up sales as it is in putting customers to sleep with their favorite music. Most beautiful of all clock-radios with Telechron clock and timer, follow-up buzzer alarm, appliance outlet, luminous clock hands, Arvin Velvet Voice 5-inch speaker. \$39.95 in California Tan, Willow Green, Ebony, Ivory.

**Suggested retail price.*

**Arvin Industries, Inc.
Radio & Television Division, Columbus, Indiana**

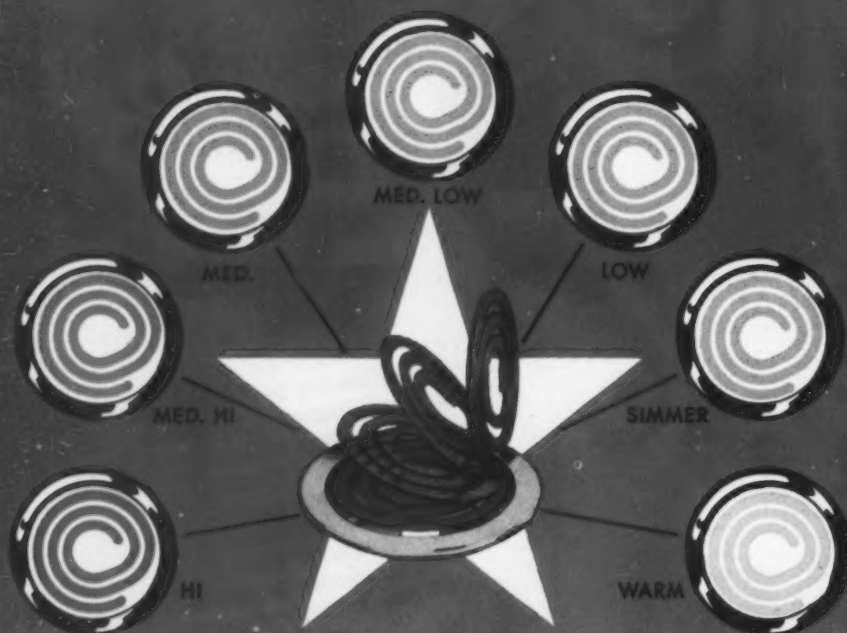
Please have your nearest Arvin Distributor ship and bill me for:
☐ Model 542T Arvin Radios (Minimum Order 12 Sets)

Firm Name _____

Address _____

City _____ Zone _____ State _____

Hitch YOUR selling to this STAR feature



"simplified cooking"

exclusive with **TK Monotubes**

Uniform, ALLOVER heat at EVERY cooking speed!

Smart dealers know it takes *features . . . outstanding features . . .* to sell ranges in volume (and at a profit) in a year of stiff competition like this new one coming up. And they like star features that apply right across the line, from top to bottom. Such a feature is TK Monotubes* . . . and "simplified cooking".

You'll find several manufacturers featuring Monotubes in their '53 range lines. And what a story you can tell about Monotubes "simplified cooking". Here's something women can understand and appreciate, something *you* can use to advantage in building bigger, more profitable sales this coming year.

HERE'S WHY! Monotubes are single-coil surface units. The entire heating surface "heats up" at every cooking speed, for any size utensil that's used. Nothing new to learn . . . nothing special to remember. Foods cook evenly with little or no special attention. It's truly "simplified cooking."

FAST, ECONOMICAL COOKING! The broad, flat coil

of Monotubes provides up to 32.8% greater utensil-to-coil contact. More heat goes directly into foods. They cook faster, even on lower heats . . . for real cooking economy. The coil stays flat, gives maximum heat transfer for years, because it floats freely on unanchored support.

EASY CLEANING! The exclusive "swivel-action" that lets Monotubes "stand alone" means fast, convenient cleanup. The coil swings up, out of the way. Spillovers can be wiped away quickly, *before* they bake on the drip pans.

Remember . . . the star feature that women buy is cooking performance, *not* just heating elements. So . . . hitch up to the "simplified cooking" story in the ranges you sell; it's the sales-clincher that means profitable selling. And, to boost your service and replacement business—it takes only 4 basic units and 9 pans to convert *most* electric ranges in your area to "simplified cooking". Just another star feature that merits your investigation.

*Trademark Reg. U. S. Pat. Off.

TK

FERRO

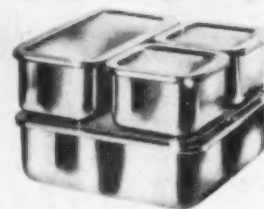
TUTTLE and KIFT, INC.

A Subsidiary of Ferro Corporation

1835 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

NEW PRODUCTS

BRIEFS



Revere introduces a set of 4 stainless steel Handy-Pans for use in refrigerator, oven, or on table. Available in a 4-piece set of two 1-pt., one 1-qt., and one 2-qt. Handy-Pans. Made by Rome Mfg. Co., Div., Revere Copper and Brass Inc., Rome, N. Y.



Mirro-Foil, a new aluminum foil for cooking and household use is introduced by Aluminum Goods Mfg. Co., Manitowoc, Wis. In addition to cookery uses, the foil has unlimited work-saving uses in home. Packaged in 25-ft. rolls in carton with serrated cutting edge.



Paragon "Nightrol" is the newest automatic control announced by Paragon Electric Co., Two Rivers, Wis. Designed to save up to \$40 on fuel bills; completely automatic. Will turn down heat every night at a selected time and turn up heat about 6 a.m. assuring comfortable temperatures.

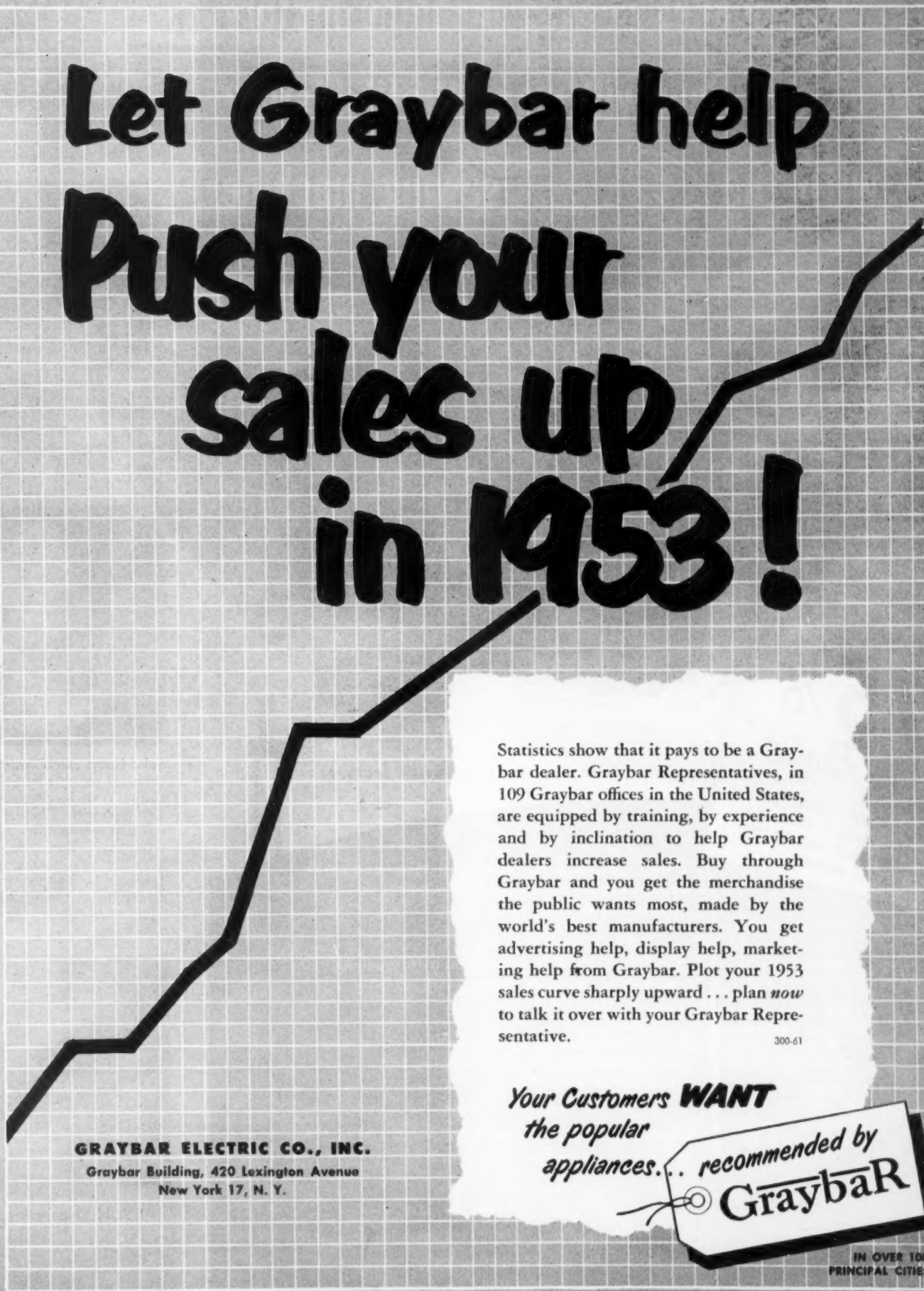


Electrowax, a specially prepared wax for use with electric polishers, is announced by The Shetland Co., Lynn, Mass. Contains

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

20,000
15,000
10,000
5,000
0

Let Graybar help Push your sales up in 1953!



GRAYBAR ELECTRIC CO., INC.
Graybar Building, 420 Lexington Avenue
New York 17, N. Y.

Statistics show that it pays to be a Graybar dealer. Graybar Representatives, in 109 Graybar offices in the United States, are equipped by training, by experience and by inclination to help Graybar dealers increase sales. Buy through Graybar and you get the merchandise the public wants most, made by the world's best manufacturers. You get advertising help, display help, marketing help from Graybar. Plot your 1953 sales curve sharply upward... plan *now* to talk it over with your Graybar Representative.

300-61

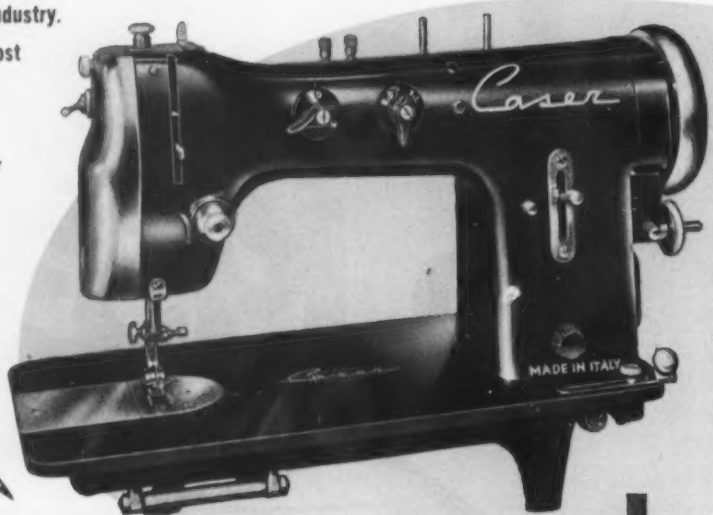
Your Customers **WANT**
the popular
appliances...



IN OVER 100
PRINCIPAL CITIES

Caser makes sewing machine history -you will make Profit history with the *Caser* sewing machine

Here, for the first time, a Zig-Zag machine that incorporates the most advanced developments in the sewing machine industry. Painstakingly crafted by Italy's foremost designers and engineers to insure virtually trouble free performance. Simplified construction throughout for smoother operation. The Caser Zig-Zag is the easiest machine to use or sell that you can buy today.



Only CASER has these exclusive features:

Only *Caser* sews with two needles as easily as it does with one and requires no additional adaptors to do so.

Only *Caser* has a built-in sewlight which shines directly on the working area.

Only *Caser* has a built-in three way plug. Completely concealed wiring for all electrical connections.

Only *Caser* has a large cut-out back to make servicing easier and simpler.

Sold only through competent, qualified dealers.

At least 10 percent more profit than any other comparable Zig-Zag on the market. For full information and prices write to:

Caser DISTRIBUTORS INC.,
101 West 31st Street · New York 1, N. Y. · Pennsylvania 6-0898

Over
75%
Profit

... ON YOUR INVESTMENT AND
STILL PRICED TO RETAIL AT A
LOWER PRICE THAN ANY COM-
PARABLE MACHINE.

Nationally advertised
The first ad to run in the
January issue of
Parents Magazine, full page.

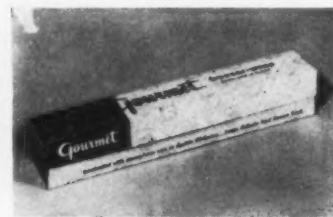
A \$10.00 per machine
advertising allowance
to help you sell
at the local level.

A complete selection
of dealer aids, mats, displays,
streamers, envelope
enclosures, available
free of charge.

NEW PRODUCTS

BRIEFS (cont'd)

pure Carnauba wax plus DuPont's Ludox, which provides slip resistance. A free flowing wax in liquid form that dries in about 20-min., ready for polishing. Suitable for all types floors—linoleum, tiles, cork, wood floors, painted cement, terrazzo and other composition floors.



"Gourmet" is the name of the new Rhineland Paper Co. Free-Wax wax laminated glassine and greaseproof sheet. Smooth surface leaves no particle of paper on food when unwrapping. Available in 18"x100' rolls, in a cutter-edge box. Made by Rhineland Paper Co., Rhineland, Wis.



Solar Insect exterminator lamp, introduced recently by Solar Electric Corp., Warren, Penna., automatically vaporizes "Lindane" a chemical that destroys flies, moths, ants, mosquitoes, flees, etc. Lamp fits into any light socket, a pellet of Lindane is dropped into special depression at top of lamp, which glows in operation; complete with brass base.



LYON Decorative Shelf

Lyon Metal Products Inc.,
Aurora, Ill.

Device: Clear plastic decorative shelf unit.

Selling Features: Plastic shelves blend with any color or decorating scheme; can be fitted near windows or in odd corners.

is
the
BIG SQUEEZE
dampening
your
spirits?



Rising selling costs and lower profit margins make it tough to keep your head above water.

That's where merchandise with the Good Housekeeping Guaranty Seal can be a life-saver. You get more volume and faster turnover at less selling expense, because customers are pre-sold on these guaranteed* products. And dependable performance saves you servicing costs, cuts down returns.

Don't let the big squeeze sink you—feature brands backed by the Guaranty Seal.

*



*Women know—the product
that has it, earns it.*

GOOD HOUSEKEEPING

35¢ per copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57th Street at 8th Avenue, New York 19, N. Y.

10,650,000
~~9,971,000~~
readership

PUT THE SHOW ON THE ROAD!—



in '53 with *Magic Chef*

PLAN NOW FOR THE
"EARLY BIRD" HEATER PROMOTION

Hitch your wagon to *Magic Chef* gas and oil home heaters! These new models on your sales floor can cause more excitement than a three-ring circus. Watch America's most beautiful heaters drum up traffic in your stores. Get a rolling lead on the '53 heater season with *Magic Chef*. See your *Magic Chef* representative about the big "Early Bird" promotion today!



Gas Radiant Hearth Model



Gas and Oil Color Harmony Console



Oil Cabinet Console

All these important *Magic Chef* GAS HEATER features
RADIANT HEARTH • TV Styling • Heated Air Circulation
• Fan Flame Burner • Golden Glow Radiants • Heat
Resistant Glass • Flame Control with All Gases.

GAS CONSOLE • Color Harmony • TV Styling • Heated
Air Circulation • Fan Flame Burner • Flame Control
with All Gases • Three Pass Heat Exchange.

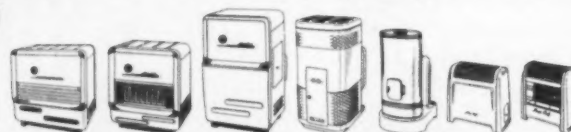
Magic Chef OIL HEATER features mean heating luxury
• Color Harmony • TV Styling • Heated Air Circulation
• Air Seal Construction • Rocket Flame Action • Double
Barrel Combustion • Flame Control Plates • Electric
Seam Weld • Silent Operation • Pilot Ring Fire.

Automatic Heat with—

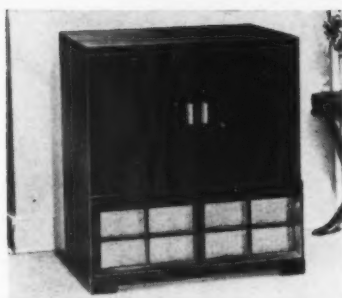
Magic Chef

GAS and OIL
HOME
HEATERS

THERE'S A COMPLETE LINE OF *Magic Chef* HOME HEATERS



Magic Chef, INC. • ST. LOUIS 10, MO.



RCA VICTOR TV Consoles

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: 2 new RCA Victor console combinations—Westland and Penfield.

Selling Features: Each model combines a 21-in. TV with a radio and a newly designed 3-speed Victrola phono, with slip-on spindle. Westland No. 21T-242 is housed in contemporary style cabinet, mahogany finish. Penfield, No. 21T-244, traditional cabinet, mahogany; AM-FM radio; both models have V12 in. speakers and separate control panels for radio and phono.

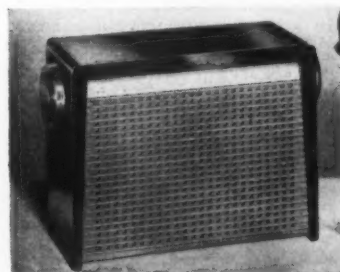


PACIFIC-MERCURY TV

Mercury Television & Radio Corp.,
1241 So. Hill St.,
Los Angeles, 15, Calif.

Model: "The Pagoda" 21-in. console in Chinese modern, No. 2114.

Selling Features. Ebony finished console with carved legs and up-swept top edges; gold rim around picture frame matching Chinese design door pulls; "Fringe-O-Matic" chassis; 39½ in. high, 29 in. wide, 24 in. deep.



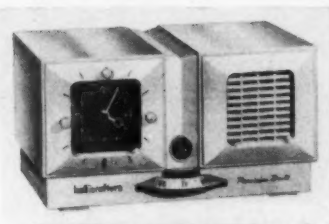
RCA VICTOR Radio

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Model: New RCA Victor "personal" table radio, No. 2R51.

Selling Features: Features a 4x6 in. speaker with chassis built around speaker base; outside dimensions 5½ in. high, 7½ in. wide, 3½ in. deep; 2-color combinations: black and beige, tan and ivory.

NEW PRODUCTS . . TV and RADIO

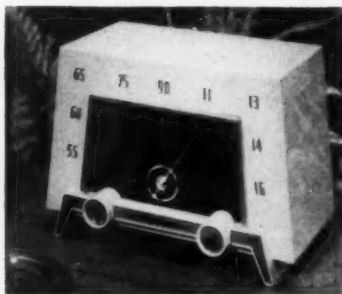


HALLICRAFTER Atom Clock-Radio

The Hallicrafters Co.,
4401 W. Fifth Ave.,
Chicago, 24, Ill.

Device: Hallicrafters Atom clock-radio.

Selling Features: 5-tube radio featuring new "Foto-Etch" chassis—base of chassis is formed by laminating a sheet of Formica and copper under high heat and pressure until perfect bond is achieved; standard broadcast band ranging from 535 to 1620 kcs; a "wake-up" switch connected to radio; simplified controls and built-in antenna; plastic cabinet available in white, green and mahogany.



CAPEHART Radio

Capehart-Farnsworth Corp.,
Fort Wayne, 1, Ind.

Model: Capehart table radio No. T-522.

Selling Features: 5-tube model; recessed speaker with enlarged tonal chamber; plastic cabinet in ivory satin with burgundy grille; silver fox with gold grille, red with charcoal grille.



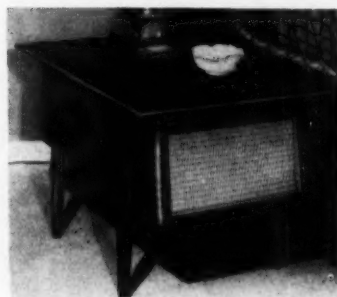
RCA VICTOR AM-FM Radio-Phono

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Model: Fenwick No. 2S10 AM-FM Radio-phono console.

Selling Features: Equipped with

12-in. speaker; 10-watts undistorted push-pull output; RCA Victor's head-end unit contains a 3-speed Victrola phono and controls and chassis of an AM-FM radio; to facilitate placement of records, the unit is designed to slide forward at touch of finger. 18th Century styling; mahogany, walnut or blond finishes.



KAYE-HALBERT Radio-Phono

Kaye-Halbert Distributors Inc.,
3623 Eastham Dr.,
Culver City, Calif.

Device: "Pandora" radio-phono with provision for TV remote control.

Selling Features: Designed as chair-side end table or coffee table; 6-tube radio with an 8-in. hi-fidelity speaker and built-in antenna; 3-speed record changer with automatic shut-off; Electronic Robot remote control optional. Mahogany, blond and maple provincial finishes.



SCOTT TV Sets

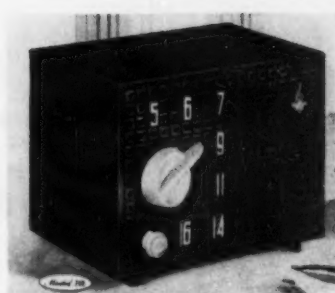
Scott Radio Laboratories Inc.,
4451 N. Ravenswood Ave.,
Chicago, 40, Ill.

Models: 5 new Scott TV sets—3 consoles: Rothglenn, Rudham and Roxburgh; 2 tables: Renwick and Radbury.

Selling Features: All models have Silver Anniversary chassis, wired for addition of UHF or for attachment of color TV slave unit; 4 stages of IF video amplification; high level video detector; and a tuner that brings in a sharp picture in remote locations.

Renwick and Radbury table models have 17 and 21-in. screens.

Rothglenn console has 17-in. screen; Rudham, 21-in. screen; and Roxburgh 21-in. screen and ¾ doors.

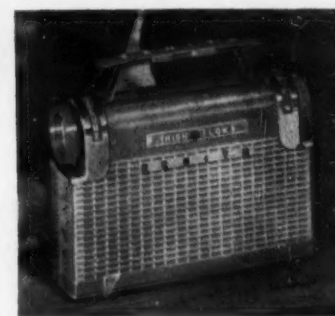


EMERSON Table Radio

Emerson Radio & Phono Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

Model: No. 708, a.c.-d.c. radio.

Selling Features: Modern styled ebony plastic cabinet with gold trim and large station calibrations; enclosed Ferrite bar loop antenna; large Alnico 5 PM dynamic speaker.



ZENITH Portable Radio

Zenith Radio Corp., 6001 W.
Dickens Ave., Chicago 39, Ill.

Model: Zenith "Universal" portable radio.

Selling Features: High-powered battery pack with 90 volts of "B" power provides up to 200 hrs service under normal conditions; also operates on a.c. or d.c.; built-in Wavemagnet antenna; 5½ in. Zenith Alnico speaker; 3-gang condenser; tuned radio frequency; avc; "end tuning"—provided by oversized control knobs located at each end of set; large, clear-view dial; plastic handle; available in two cabinets: No. J504 has brown plastic framework with tan "Madagaska" cloth front and back. J504Y is covered in black "Stag" with matching frame of place plastic; plastic horizontal grille.

HOFFMAN TV-Radio-Phono

Hoffman Radio Corp.,
3764 S. Broadway Pl.,
Los Angeles, Calif.

Model: Hoffman "Concerto" series TV-radio-phono combinations.

Selling Features: Features a completely separate AM-FM radio chassis with its own power supply operating with or completely independent of the TV chassis—10 watts of undistorted audio output with a flat frequency response from 40 to 12,000 cycles; 8 decibel bass boost, 4 decibel treble boost.

Cabinets available in Cherrywood for Provincial, California ranch style or Early American decor; imported mahogany veneers or in limed oak.

breeze through
summer in

Profitable
Style ...

Air Berns King

BOOTH NO. 496-498
January Housewares Show

FAN-MOBILE

The one fan with practically every wanted feature. For exhaust or intake—can be used for one room or entire average home or apartment. Completely and easily portable and adjustable. The hand-somest mobile fan on the market. Finished in lustrous ivory. 16-inch model. List Price \$69.95



"Live Salesmaker" —FREE!

Handsome, colorful, wood display that holds 2 or 3 window fans of different sizes—ready for instant demonstration. YOURS FREE with minimum stock of fans. Ask your jobber or write for details.

Ask your jobber or write for fully illustrated catalog to

BERNS MFG. CORP.

3050 NORTH ROCKWELL STREET CHICAGO 18, ILL.

Electrically Reversible WINDOW VENTILATORS NEW



2 SPEED MODELS

New Berns Air King models with all the power, style and efficiency you'd expect from the originators of reversible window ventilators. **Two speeds for both Exhaust and Intake.** Precision engineering for amazingly quiet operation yet cools an entire small home or apartment in minutes. Shallower design and lustrous ivory baked enamel finish achieve unequalled style-appeal. Completely adjustable. Full 1 year guarantee. In 16-inch and 20-inch models. Priced to list at **\$54.95 and \$59.95**

Also 10-inch and 12-inch Manually Reversible Window Ventilators handsomely styled as illustrated above. 2-Speed in 12-inch model only. 10-inch—**\$29.95** 12-inch single speed—**\$33.95** 12-inch, 2 speed—**\$37.95**

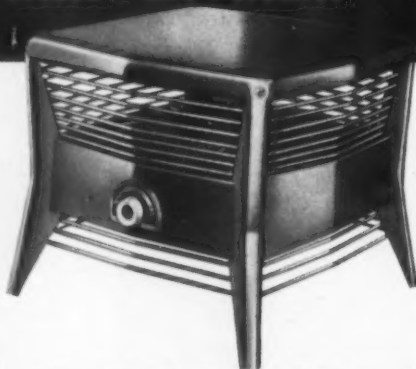
NEW DRI-AIRE ELECTRIC DEHUMIDIFIER



Beautifully designed into smart, compact unit measuring only 13"x18"x20" high. Finished in rich Mahogany with chrome grill front. Dehumidifies up to 10,000 cu. ft.; removes 2 to 3 gals. every 24 hours. Removable 2 gal. drawer-type container. Equipped with non-marking rubber covered casters. Perfectly priced to meet the demand of this fast growing market. list **\$139.95**

Available with Automatic Timer that starts Dehumidifier once each 24 hours and operates it for the selected number of hours. Optional and extra.

NEW ECONOMY FLOOR CIRCULATOR



America's biggest value now smartly styled to appeal to every prospect. Blades accurately pitched and balanced to operate efficiently in horizontal position. Rubber mounted legs. 3 speeds. Finished in rich Mahogany. 12-inch model list price **\$29.95**

NEW PRODUCTS



STEELMAN Radio-Phono

Steelman Phono & Radio Co., Inc.,
Mt. Vernon, N. Y.

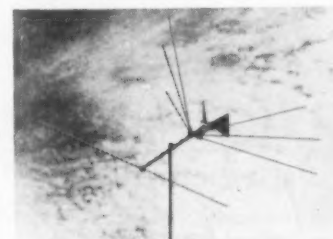
Model: No. 3RPI radio-phono.
Selling Features: 5-tube, a.c.-d.c. superhet radio with built-in loop and 3-speed phono; arm has reversible cartridge; packaged in tan linen-type luggage case.

TV Briefs



Tele-Vue-Tower, a new portable tower introduced by Erskine Mfg. Co., Fargo, N. Dakota, can be carried on top of a car, put up and taken down by one man in minutes. Made of welded aircraft tubing, the tower weighs 60 lbs., extends to 40 ft., and can be telescoped to 20-ft. Removable crank at base of tower operates telescoping mechanism. No guy wires required; tower base is hinged so that it may be raised from ground without climbing. Can also be attached to side of dwelling with sturdy clamps.

Taco announces a complete line of antennas designed specifically for UHF. The new line includes parabolic-reflector types, vagis, modified X (Bow-Tie) and Vee-type antennas. All are of sharp directivity type except Modified X. Modified X for areas where reception from channels in opposite directions is required. Technical Appliance Corp., Sherburne, N. Y.



JFD Mfg. Co., Brooklyn, N. Y., has announced several new products: A straight bow-tie antenna with screen reflector for UHF; the JeT, 283 antenna for combined UHF-VHF reception. A new 36-page 3-color TV antenna and accessory catalog titled "Dealer's Television Almanac."



EXHAUST FANS



ATTIC FANS



PEDESTAL FANS



CEILING FANS



WINDOW VENTILATORS



SIDWALL FANS



CEILING FANS

RIOT?



NO! JUST STORE TRAFFIC

CREATED BY THE EXCITING NEW

Dolly Dulane APRON



Every woman in town wants one, and the Dulane Dealer is the only guy in town who has one for her. No wonder it's creating such excitement—the DOLLY DULANE APRON! It's smart and saucy, pert and practical. It has gay and colorful "sell" of the Dulane Fryryte in clever jingles—a real "conversation piece." Made of tough plastic, it's more than a gadget. It's a garment. It's something the women really go for. It will sell Fryrytes and everything else you carry. Fill out the coupon below.

MAKE THIS TRAFFIC PULLER AVAILABLE TO YOUR CUSTOMERS WHO COME IN TO SEE THE...



Dulane

ORIGINAL

Fryryte®

AUTOMATIC ELECTRIC DEEP FRYER

at the Housewares Show

SEE—NEW DULANE PRODUCTS, PLANS, PROMOTIONS FOR 1953

It's a dazzling array of new Dulane models combining all the performance features that made the FRYRYTE pioneer and pace-setter for the deep fryer industry PLUS new designs, new refinements, new features—the kind you'd expect from the leader.

See the line, hear all about the packaged promotions made available through the new Dulane Advertising and Merchandising Franchise.

Fill out the coupon now, so that you can have advance information on the big news Dulane will be telling at the Show.

Dulane INC., RIVER GROVE, ILLINOIS

MAIL COUPON NOW FOR FULL INFORMATION

DULANE, INC.

1900 River Road, River Grove, Ill.

Please send me full information on the Dolly Dulane Apron and the Dulane "Packaged Promotions"

Name.....

Address.....

City.....State.....

HANDYHOT DEALERS SEE MORE "PLUS PROFIT" SALES VOLUME FROM EXPANDED 1953 PROGRAM

Introduced on a test basis last year, the Handyhot Counter Merchandiser program is being expanded for the 1953 season, according to Adam Hepp, sales manager of the Chicago Electric Manufacturing Company.

"In 1952 many dealers increased their appliance business by featuring Handyhot Specialties designed to tap the unsaturated market," Mr. Hepp said. "With a stepped-up program to cash in on 'self-service' buying habits, dealers are looking forward

to increasing sales on Handyhot gift appliances again in 1953.

Each attention-compelling Handyhot Counter Merchandiser is a stock-holding display that provides a complete sales department, usually in less than 1 sq. ft. of counter space. Each traffic-stopping unit creates extra reminder and impulse sales.

Investigate Handyhot's self-selling "plus profit" opportunities today. Write for further information about the Handyhot Specialty Appliance story. Address Dept. EM-1.

Sell the Unsaturated Market for Plus Profit!

Handyhot

QUALITY APPLIANCES

BOOST YOUR 1953 SALES CURVE WITH PLUS PROFIT...

...HANDYHOT Counter Merchandiser Units! Attention-compelling displays provide a complete sales department right on the counter—to build your "plus" daily volume for PLUS PROFITS. Handyhot specialties tap an unsaturated market. Cash in on "self-service" buying habits! Investigate the self-selling, Plus-Profit opportunities with HANDYHOT specialties Now. Write today! Chicago Electric Mfg. Co., Chicago 38, Ill., Dept. EM-1.

Handyhot portable electric CLOTHES WASHER

Fastest selling truly portable washer in America! Designed to sterilize on the stove to protect baby's health. Washes snowy clean. Large washer performance. Automatic timing. Just set it, forget it. Easy to store. 115 V. AC only. UL appr. Cat. #2602.



\$39⁹⁵ ea. List.

Packed One to COUNTER MERCHANDISER Carton

Handyhot DE LUXE TRAVEL IRON

Sales volume goes up with this display! Everyone can use a Handyhot folding iron: handy at home, a must for travel. AC-DC for use in hotels, on trains anywhere! The perfect going away gift; smart suede zipper case. 110 V. Cat. #1178.



\$7⁵⁰ ea. List.

Packed Six to COUNTER MERCHANDISER Carton

Handyfreeze ELECTRIC ICE CREAM FREEZER

Old-fashioned home-made ice cream the easy electric way. Makes up to 4 qts. of delicious ice cream or frozen desserts in less than 20 min. With recipes. 115 V. AC only. UL appr. Cat. #2204.

\$27⁵⁰ ea. List.

Also in 1 Qt. size. Cat. #2201; List \$19.95 (Slightly Higher West of Rockies)

Packed One to COUNTER MERCHANDISER Carton

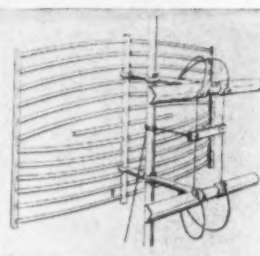


ELECTRIC HOUSEWARES FIRST CHOICE FOR EVERY GIFT OCCASION



ASK ABOUT HANDYHOT'S PLUS PROFIT PLAN AT THE JANUARY HOUSEWARES SHOW—BOOTHS 145-151
CHICAGO ELECTRIC MANUFACTURING COMPANY, CHICAGO 38, ILLINOIS

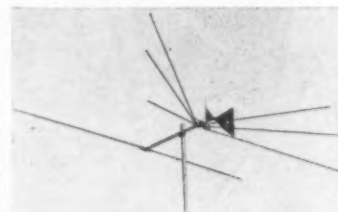
NEW PRODUCTS



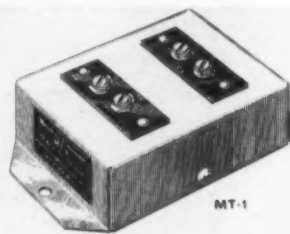
Davis Electronics, Burbank, Calif., features a new design super-vision TV antenna for VHF and for high gain on all channels. Constructed with electronic dipole separators, for use in fringe areas and also for DX.

Walsco TV Rolabout, a new caster assembly for TV sets, fits almost any type TV console; can be adjusted and installed easily; 4 ball-bearing casters mounted on heavy steel cross brace, it allows for simple movement of console. Made by Walter L. Schott, Co., Los Angeles, Calif.

VEE - D - X Mighty Match announced by The La Pointe Plasmold Corp., Rockville, Conn. is designed for use between separate antennas to isolate either the VHF from the UHF, (model MM-20) or to isolate the UHF from the VHF band (model MM-30) permitting the use of only a single transmission. It is also used as an integral part of an antenna such as the VEE-D-X Ultra Q-Tee or VEE-D-X Ultra Q-Tee Suburban. Also available with the Mighty Match "built-in" which facilitates installation on an existing VHF mast.



Channel Master Corp., Ellenville, N. Y., announces its new 1953 Ultra-Tenna line, comprising a complete series of UHF TV antennas. Features is the Ultra Fan, No. 413 an "all-Vu" (all VHF and all UHF) antenna, which combines CM's VHF super fan with a new high-gain, all-channel UHF antenna and reflector.



Blonder-Tongue Labs, 526 North Ave., Westfield, N. J., introduces its 75-300 ohm matching transformer, No. MT-1. Built into compact metal case, it connects 75 ohm to 300 ohm lines.

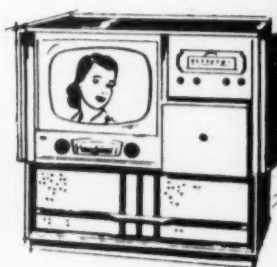
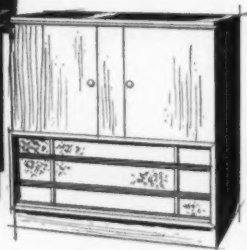


Did you know that
1 out of every 7
TV-Combinations
 sold in 1952 was an

lympic?



Two of the sensationally low-priced models that make Olympic the world's most salable combinations!



The Harcourt 17-inch High Fidelity Picture. Separate radio and Webster-Chicago Record Player. Full sized, decorator cabinet.

The Wellington 20-inch High Fidelity Picture. Powerful, separate radio and Webster-Chicago Record Player. Magnificent cabinet styling.

Only Olympic could have written this headline! Here's why:

Industry sales figures just released indicate Olympic is the world's largest producer of TV-Combinations . . . thanks to mass production methods and value merchandising!

Compare! Olympic gives full-sized combination instruments at prices no higher than other leading manufacturers charge for ordinary television sets—

sets without radios and record players!

Olympic combinations are typical examples of Olympic leadership, and this genius for creating unusual values is reflected throughout the Olympic line in table model, console and TeleTimer models.

See your Olympic distributor and learn why more dealers are making more money selling more Olympic values! Get in touch with him today!

Olympic
America's Favorite
TELEVISION

Write for literature and address of your nearest Olympic distributor. **Olympic Radio & Television, Inc., Long Island City 1, N. Y.**

Hamilton

first automatic clothes dryer!

15 years ago Hamilton originated automatic clothes drying. Hamilton *was* first—Hamilton *is* first! With far more than a million dryers in use today, 1 out of 3 was made by Hamilton. Hamilton is the name women know, trust and buy. The *first* automatic clothes dryer has *stayed first*!

Hamilton

fastest selling line of dryers!

Only Hamilton gives you a complete line of dryers with so many exclusive features! The original Sun-E-Day Lamp for sunshine freshness! Extra gentle Carrier-Current Air Circulation! And now, wonderful new Fabri-Dial Temperature Control—an absolutely unique temperature selector, offered only by Hamilton!

Hamilton

finest clothes dryer for you!

It's easier to sell the leader . . . and Hamilton leads! Leads in years of manufacturing, in total dryers made! Leads in specialized clothes dryer research! Leads in exclusive clothes dryer national advertising and dealer aids. Join the leader now—join Hamilton and sell the *first* . . . the *fastest* . . . the *finest* automatic clothes dryer!

Hamilton

THE ORIGINAL

Automatic **CLOTHES DRYER**

GAS AND ELECTRIC MODELS



HOME APPLIANCE DIVISION • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

TRADE REPORT



TED WEBER, JR.

News Editor

Is A Product Revolution Underway?

The appliance-radio-TV industry last month was feeling the first heady excitement of a product revolution.

Manufacturers were beginning to take the wraps off of some radically new appliances. Already shown were a combination washer and dryer, a refrigerator which made ice without ice trays, and a sewing machine with an "automatic brain"—and there were hints of more to come.

Some place in the future are products such as the tube-less TV, radio and phonograph sets demonstrated experimentally in November by RCA. Some place in the future, too, are new appliances like the electronic range and electronic vacuum cleaners and air conditioners.

Last month's new products were really refinements of labor-saving appliances which have been on the market for years. The use of electric energy to ease household tasks such as cooking, food storage, cleaning and laundry took place years ago. Now the appliances which perform these chores were being combined and made more efficient.

The product revolution which was underway in the trade last month is sure to have far-reaching effects on every level of the industry. For manufacturer, distributor and dealer the new appliances should spell a solution to the problem of mounting saturation in many product fields.

● Some observers think so as Bendix show off its combination washer-dryer unit and Servel unveils its "ice-maker" refrigerators

● Still ahead are devices such as electronic vacuum cleaners and air conditioners and tubeless television and radio sets

Here's what's new and what may be new in the months ahead:

Combination. Sixteen years ago Bendix's Judson S. Sayre unveiled the first automatic washer, a product development that revolutionized the industry. Last month, the same Jud Sayre, wearing his familiar steel-framed glasses, stood in an auditorium in South Bend and showed a houseful of editors a new appliance which Bendix thinks "obsoletes every existing home laundry appliance." It was a combination washer-dryer.

To the trade the unit was real news. But Bendix had been thinking about it for 16 years, had devoted seven years to intensive development work on the product and had spent well over \$785,000 tooling up for its production. (The tooling cost had already hit \$785,000 when home economist Margaret Doughty suggested another improvement.)

For details of the new unit, see the New Products section, page 311.

Bendix officials said that the firm expected to sell 75,000 Duomatics in 1953 at a \$500 price tag—which would be less than for the washer and dryer separately. In addition, the firm anticipates a 10 percent increase in automatic washer sales and a 30 percent rise in dryer sales. To top off its 1953 sales aims, the company expects to become a "major factor" in the kitchen appliance field "to the same extent that we are in the home laundry industry." Shown last month were refrigerator, range and freezer lines, the first Bendix has ever marketed.

In developing the Duomatic, Bendix had one important advantage: the firm owned the basic tumble-action washing principle. Since all automatic washers used a tumbling principle, a combination unit would also logically use similar principles.

Trade sources say that almost every home laundry manufacturer is at work on such a unit. But last month Bendix officials were making no attempts to hide their glee at being the first appliance maker to market such a combination.

Circles, Not Cubes. Last month Servel, after three months of build-up, let the public take a look at its new "ice maker" refrigerators, which company spokesmen had earlier promised would obsolete every refrigerator now on the market. The big news in the new unit was an "ice maker" which freezes ice "circles", stores them in a basket, and automatically replenishes them as they are used. Conventional ice cube trays are eliminated in the new units.

Here's how the unit works. A measured amount of water (the unit must have a 1/4 inch copper tube leading to a water line) flows into the mold. After it is frozen a small electric heater loosens the circles and an ejector arm sweeps them out of the mold and holds them at the top of the unit until they "dry". Meanwhile, the freezing cycle is repeated and when the second batch of ice is swept out of the molds, the first batch is dropped into a plastic storage basket. A signal arm built over the storage basket "feels" the ice supply, stops the freezing operation when the basket is filled and starts it again when



POINTING WITH PRIDE, Bendix general manager Judson Sayre shows off his firm's new combination washer-dryer (For additional picture see page 342)



ICE MAKER in Servel's new refrigerators not only eliminates ice cube trays but changes the traditional shape of the ice—into "ice circles".



THIS NEW light-weight Elna portable uses a series of slip-on plastic discs to provide fully automatic zig-zag stitching without attachments.

enough ice is removed to lower the arm.

Refrigerators incorporating the ice maker are available in either gas or electric absorption models or in electric compressor models. The compressor-type is new to the Servel line which heretofore has been confined to absorption units. Also unveiled last month were two window room air-conditioners, three chest-type and two upright home freezers—all additions to the Servel line. The addition of the new appliances, according to president W. Paul Jones, fulfills the company's "pledge to concentrate our civilian efforts in the refrigeration field."

No Attachments. Use of a unique series of slip-on plastic discs allows the owner of a new Elna sewing machine to sew straight stitches, zig-zag stitches, buttons, button holes, blind stitches, monograms and scores of ornamental stitches completely automatically without the use of attachments.

The units will be marketed here by the recently formed Elna Sewing Machine Co., Inc., headed by Leon Jolson who also heads Necchi. A built-in "brain" known as the Elnagraph makes the new unit completely automatic; the "brain" is controlled by the plastic discs. Each disc is the size of a half dollar and represents a different stitch design. Already there are over 100 such discs ready.

The "supermatic" Elna will retail for \$289. A companion straight-stitch model (at \$179) can be converted into the "supermatic" at any time by the addition of an Elnagraph unit which will cost \$110.

In The Future. Radically new appliances like the electronic vacuum cleaner or air-conditioner and the battery-less TV set are still some distance off. But even now the products of the industry are undergoing transformation. The new products described in detail above are individually the most sensational developments. But the past year has seen gradual changes in other appliances. The advent of the upright freezer and the acceptance of the 30-inch range are two product developments which gained wide acceptance during the year. The year just past also saw the almost universal adoption of automatic defrosting on at least some refrigerators in every firm's lines. These changes, together with the appearance of more and more products in newly-developed fields such as room air conditioning and dehumidification, made 1952 a year of profound change in the industry.

What's ahead? There are a variety of answers to that question. Many of those answers have to do with the application of electronic techniques to present-day appliances—ranges, air conditioners, and so forth. Considerable work is being done in developing applications of the heat pump—like using it to heat water. The industry has just begun to apply printed circuit techniques to radio and TV sets. Still on the horizon are tubeless radio and TV receivers (see page 337).

You could go on and on. One thing appears certain: the industry isn't going to run out of new products for a long time to come.

Tele King *the name that's* now gives **WITH THE NEWEST,**

Introducing The **TELE KING WEATHERKING...**
THE UNIT THAT'S PACKED WITH THE BIGGEST SALES-CLINCHING WALLOP!
Here Are Only A Few Of The Many Top-Selling Features!



"LIFE-LONG" ALUMINUM FOIL FILTER!
Air is always at its healthiest, cleanest... **ELIMINATES CUSTOMARY FILTER REPLACEMENT COSTS!**



"CLIMATE CONTROL" THERMOSTAT!
Simply set and forget! You get refreshing spring-time air... all the time! Smartest "brain" a unit ever had!



"ALL-DIRECTIONAL" CIRCULATION!
Vari-stream, draft-free air conduction gives "four-corner" room penetration in ventilating and cooling!



"TRIO" FAN
Triple-efficient, triple-bladed propeller fan drives in maximum air volume for maximum comfort! Faster-speed intake and exhaust!



WONDER-WORKING "HUMID-CONTROL"!
TELE KING-size dehumidifier keeps humidity down and comfort up for a perfect health-balance!



SUPER-SIMPLE INSTALLATION!
No-rust Bonderized unit is easily mounted from inside of window! Looks neater! Doesn't bulge into room! Less installation time!



NO SERVICE HEADACHES!
Slide-out cabinet... permanently lubricated condenser and evaporator fan motors in sealed units! Servicing practically eliminated!



TELE KING'S ADVANCED ENGINEERING!
Multi-function unit with separate day and night cooling adjustments insures extra healthy air 'round the clock!



SILENT AS A WHISPER!
Unique sound-smothering muffler produces one of the quietest units of all... even at high speeds! Shuts out annoying street noises!

EXCLUSIVE FEATURES IN THE "YEAR 'ROUNDER" ONLY



COOLING AND HEATING IN ONE UNIT!
TELE KING-designed "Tropic Zone" heating unit and fan cuts inter-season fuel costs with scientifically circulated heat!



SAFETY-SEAL CONSTRUCTION!
Super-efficient "Safety-Seal" principle provides service-free operation — increases consumer acceptance and sales!



ALL-WEATHER WORKER!
Materials and parts designed and engineered to operate efficiently with peak performance at all seasons... in all climates!

*Designed With The Know-How Of TELE KING's Famed Engineers—And Manufactured In TELE KING'S Own Famous-for-Quality Plant!

Tele King "Star-Performer" **RADIOS**



Radio RK41
4 tubes... Gleaming Black Plastic

Engineered for Pleasure-Packed Performance... Profit-Packed Sales!

Smart Plastic Cabinets!

Light, Bright Decorator Colors!

"Technician Perfected" Engineering!



Radio RK51
5 tubes... Smartly Styled Decorator Colors

Tele King Radios "Look Better... Sound Better... Are Better."

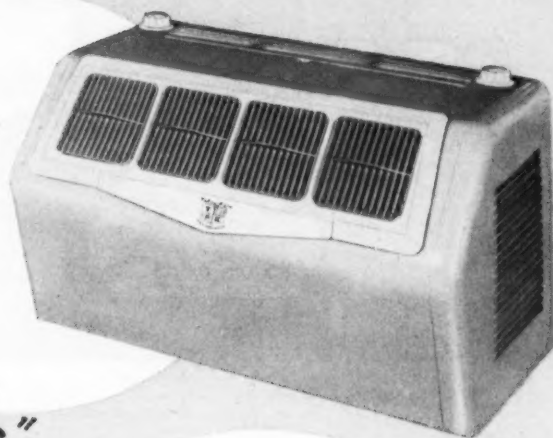
recognized for the biggest mark-up in TV...

you the coolest net profit

MOST ADVANCED AIR CONDITIONER OF THEM ALL!*

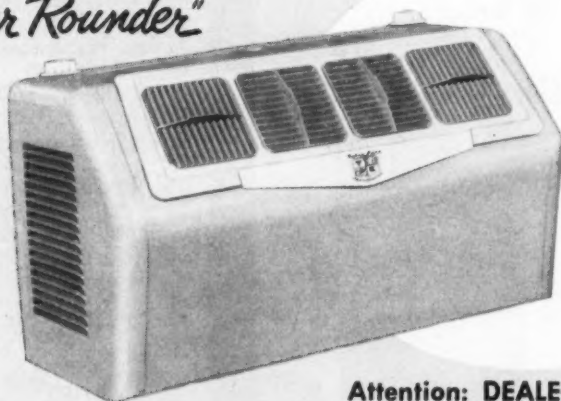
the **Tele King** "WEATHERKING"

AVAILABLE IN
1/2 TON AND 3/4
TON MODELS.



and

the "WEATHERKING"
"Year Rounder"



AVAILABLE IN
3/4 TON MODEL
ONLY

► **Cools in summer—
heats in winter!**

Attention: DEALERS AND DISTRIBUTORS!

A Few Choice Territories Still Available!

Sign Up For Tomorrow's Air Conditioner TODAY!

BEAT THE HEAT OF COMPETITION WITH THE LINE THAT BEATS ALL...

Tele King

601 West 26th Street, New York 1, N. Y.

SEE OUR EXHIBIT AT THE CHICAGO HOME FURNISHINGS MARKET JANUARY 5TH TO 9TH, SUITE 505A, CONRAD HILTON HOTEL, CHICAGO

bigger in **profits** ... better in **performance**
that's the great value story of **Tele King** TV.

BIGGER PROFIT ... Because TELE KING offers the biggest mark-up in the industry. Figure it out for yourself. Tele King's mark-up is from 5-15% more than other name brands ... a net profit of 50-400% greater for you!



BETTER PERFORMANCE ... Because TELE KING offers the best engineered tuner in TV ... less moving parts than any other set ... less parts to get out of order ... this means less service calls for you!

Tele King Offers—Better Sound... Better Style... Better Vision... Bigger Value!

ELECTRICAL MERCHANDISING—JANUARY, 1953

Scheduled Meetings

CHICAGO FURNITURE MARKETS

Merchandise and Furniture Marts
January 5-16

NAT'L APPLIANCE & RADIO-TV DEALERS ASSN.

Annual Convention
Conrad Hilton Hotel, Chicago
January 11-13

HOUSEWARES SHOW

Navy Pier, Chicago
January 15-22

LOS ANGELES FURNITURE MARKET

Los Angeles
January 26-30

11TH INT'L HEATING & VENTILAT- ING EXPOSITION

International Amphitheatre, Chicago
January 26-30

WESTERN WINTER MARKET

Western Merchandise Mart, San
Francisco
February 2-6

7TH FLORIDA ELECTRICAL EXPOSITION

Tampa, Florida
February 3-14

AMERICAN MANAGEMENT ASSN.

Marketing Conference
Hotel Statler, New York
February 9-11

Deering Expands

The Deering Air Conditioning Co. has purchased a 40,000 square foot building in Cincinnati which will enable it to turn out 300 units per day.

Deering manufactures an air conditioner designed for installation in casement windows without altering frames, muntins or mullions. The new product was announced last February and in the first year the company gained national distribution, officials say. In addition to marketing coolers under its own name, the firm manufactures units for the Burnham Corp., heating equipment manufacturers, and AlSCO, Inc., manufacturers of storm doors and windows.

At a December sales meeting, representatives and distributors from Deering's 13 sales districts were told that the company plans trade magazine advertising in addition to a \$110,000 cooperative newspaper campaign.

Radiator Sell Out

Production of the firm's "electre-steam" portable radiators is "heavily oversold," a spokesman for Electric Steam Radiator Corp. said last month. A sizable inventory built up through July was completely cleaned out by early August and the firm has been unable to add to stocks since that time. Units have been moving off production lines directly to retailers, even though the firm is on a two-shift basis. Early in December the firm said it hoped to clean up its current backlog in 30 days.

You can Judge **NICHROME**^{*}
by the manufacturers
who use it!

Westinghouse Electric Corporation

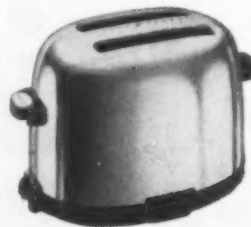
Of course you remember the recent sensational Westinghouse promotion "Twins for Twins," where the proud parents of each set of twins born anywhere in the United States or Hawaii on September 23, 1952 were given the brand new Westinghouse 1952 "Laundry Twins" — a great Laundromat* automatic washer and a fine clothes dryer. Superb values!

But for years and years, Westinghouse has been offering the terrific twin values of *long life* and *trouble-free operation* in appliances equipped with heating elements of Nichrome — the superlative heat-resistant alloy that is the standard of quality thruout the world; for Nichrome heating elements stay on the job and give top-level performance day in and day out. Here are the very features that do most to stimulate customer preference and promote user satisfaction.

Says Westinghouse: "Nichrome heating elements are used in our pop-up toaster, hot plate, roaster-oven, combination sandwich grill and waffle, and griddle. We have always found this resistance wire extremely satisfactory."

Yes, Nichrome wins the endorsement of manufacturer, retailer, and customer alike. And *customer endorsement* means *money in your pocket*.

What better incentive can you have, where electrically heated appliances are concerned, for handling items equipped with Nichrome heating elements?



Nichrome[®] is produced only by
Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



*U. S. PAT. OFF. REG. U. S. PAT. OFF.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

PROMOTIONS

Norge Ad Plans

A 234 percent increase in consumer magazine coverage highlights 1953 advertising plans recently announced by the Norge division of Borg-Warner Corp.

According to David H. Kutner, director of advertising and public relations for the firm, the Norge national magazine schedule includes 68 color insertions using spreads, full pages and junior spreads in six national magazines. Generally, copy will feature the six Norge appliances in "natural pairings"—dryer and automatic washer, freezers and refrigerators, and gas and electric ranges.

Also featured in the promotional campaign is a series of new billboards stressing the consumer benefits resulting from the use of the appliance.

The firm's line of dealer sales tool and advertising materials has been expanded to include new identification signs and decals, 13 color movie trailers and filmed TV spots.

Ready NEMA Drive

Over 50,000 retailers—ten times the total in 1950—are expected to participate in the 1953 electric housewares gift campaign being planned by NEMA's electric housewares section. About 35,000 participated in last year's drive.

Featured in preliminary plans for this year's campaign are means by which retailers can tie-in with the advertising programs of manufacturers who belong to the NEMA section. Use of a new gift theme logo in manufacturers' ads will facilitate dealer tie-ins. For dealer use, a permanent three-color window decal and a comprehensive "spring sales planner" have been prepared. Supplementing the latter booklet will be an ad mat package which will be distributed to newspapers for use by local dealers. Two-color streamers for dealer display use will also be provided.

A special feature of this year's campaign will be individual "plans for action" designed for promotions at every level of the industry including manufacturers, distributors, area committees, electrical leagues and utilities.

A window display contest will also be held as part of the industry campaign.



THIS IS THE DECAL which will be given dealers anxious to tie-in with the NEMA electric housewares gift campaign.

Again this year...

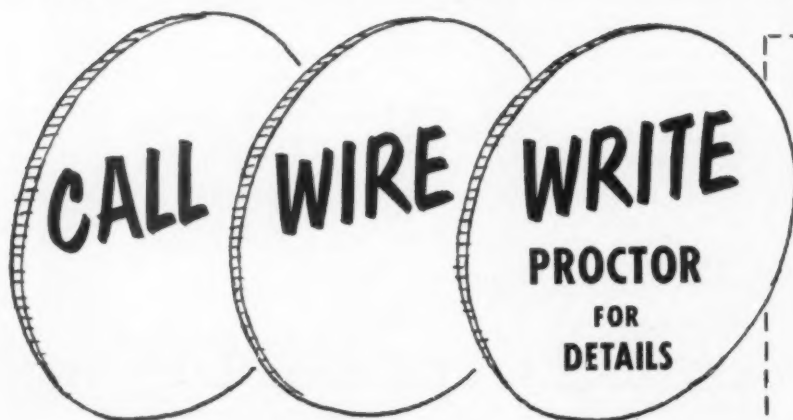
See **PROCTOR**

For the Greatest
TRAFFIC-BUILDER
and **PROFIT-MAKER OFFER**
in the Industry!

GET ALL THE FACTS NOW ON—

PROCTOR

\$ILVER DOLLAR DEAL!



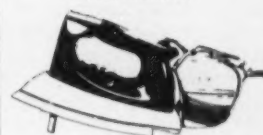
Model 61
Hi-Le Table



Model 989
Champion Iron



Model 50A
Cordminder



Model 990-75
Steam-Dry Iron



Model 1469
Deluxe Toaster



Model 1483
Custom Toaster



Model 26 Zedalon Custom
Cover & Stay-Smooth Pad



Model 27 Zedalon Thrift
Cover & Stay-Smooth Pad

PROCTOR ELECTRIC COMPANY
3rd & Hunting Park Avenue.
Philadelphia 40, Pa.

Gentlemen:

I Want Full Information At Once On The Proctor Silver Dollar
Deal...

Name _____ Company _____

Street _____ City _____ State _____

MARKETING

Housewares Show Set

As usual, space for the Navy Pier exhibit is sold out as over 550 firms prepare to show products to 8,000 or more buyers

There is a human vitality to the National Housewares Show found in few other conventions. For this exhibit, which is held on Chicago's Navy Pier, January 15 to 22 (except Sunday, January 18) is the best place on earth for a manufacturer of a little gadget to meet a large, palpitating market.

As usual, the space is sold out. Additional exhibit space has been obtained at the east end of the two halls used by the University of Illinois. Displays in a separate building, used last year, are being given up.

According to A. W. Buddenberg, executive secretary, far more manufacturers applied for exhibit space than could be accommodated. More than 550 will show their thousands of lines of merchandise to an estimated 8,000 or more buyers from the United States, Canada and abroad. They will occupy approximately 880 booths covering an area of about 350,000 sq. ft. in the north and south halls of the mammoth lake front exhibit site.

The new area being used for the first time this year permits buyers to call without getting their overcoats. It is on the same level as the rest of the exhibit area. It compensates for the drill hall annex which was utilized in January, 1952.

Visitors attending the tail end of the Merchandise and Furniture Mart shows will have an overlap with the Housewares Show and can kill three birds with one stone.

(Housewares and appliance showrooms on the eleventh and fourteenth floors of the Merchandise Mart will be open for business on Sunday, January 18, from 9 to 5. This is the third year in which housewares manufactur-

ers permanently headquartered in the Mart have kept their showrooms open on Sunday during the Navy Pier exhibition. Full building services will be in effect.)

Two separate shuttle bus routes, operating on a 15-minute frequency, again will transport buyers and exhibitors between the Navy Pier and the city's Loop hotels. Navy Pier street cars (catch on Wabash Ave.) take customers from the loop to the door of the Pier and there is the usual galaxy of taxicabs.

The NHMA's annual housewares show party will be held Tuesday, January 20, in the grand ballroom of the Palmer House. Cocktails, dinner, dancing and a floor show will round out the evening. A list of exhibitors, correct to the moment of going to press, follows.

Aluminum Goods Mfg. Co. 156-158-160-162
Appliance Corp. of America 780
Aristocrat Clock Co. 688
Arvin Industries, Inc. 473-475-477-479
Atlas Tool & Mfg. Co. C-517

Babcock & Preuss 411
Berns Manufacturing Corp. 496-498
Bersted Manufacturing Co. Div. of McGraw Electric Co. 128-130
Bissell Carpet Sweeper Co. 656-658
Black & Company 309-311-313
Black, J. & I. 848-850-852
Borg-Erickson Corp. 245-247
Brearley Co. 267-269
Burpee Can Sealer Co. 411

Camfield Manufacturing Co. 437-439
Capital Products Co., Inc. 961
Casco Products Corp. 299-301-303-305-307
Chicago Electric Mfg. Co. 145-147-149-151
Clark Co., J. R. 795-797-799
Club Aluminum Products Co. 666-668-670-672



ON NAVY PIER; A show with "human vitality"

Continental Scale Corp. 225-227
Corning Glass Works 649-651-653
Cory Corp. 624-632-634

Davis Manufacturing Co. 865-867
Dazey Corp. 756-758
Defecto Scales, Inc. 814-816-818
Dominion Electric Corp. 238-240-242
Dorby Company 255
Dormeyer Corp. 291-293-295-297
Dulane, Inc. C460-C464
Du Pont de Nemours & Co., Inc., E. I. 1038-1040

Ekco Products Co. 103-105-107-109-111-113
Electric Steam Radiator Corp. C-312
Emerson Electric Mfg. Co. 950-952
Eveready Company, The 860-862
Everhot Products, Tropic Aire, Inc., McGraw Electric Co. 186-188-190-192-194
Farber, Inc., S. W. 729-731-733
Fasco Industries, Inc. 229-231
Finders Manufacturing Co. 360-362
Forman Family, Inc. 764
Fresh'd-Aire Co., Div. of Cory Corp. 624-632-634

General Electric Co., Small Appliance Div. 720-722-724-726-728-730-732-734
General Floorcraft, Inc. C-316
Geuder, Paeschke & Frey Co. 392-394
Gilbert Co., A. C. 484-488-490
Gits Molding Corp. 530

Hamilton Beach Co., Div., Scoville Mfg. Co. 157-159-161
Hamilton Manufacturing Corp. 367-369-371-373-375
Hollywood Kitchen Sales & Mfg. Co. 922
Hoover Company 164

Inland Steel Products Co. 773-775
International Appliance Corp., Div. Bridgeport Pressed Steel Corp. 681
Kalamazoo Vegetable Parchment Co. 686
Kamkap, Inc. 680
Kisco Company, Inc. 384
KitchenAid Div., Hobart Manufacturing Co. 197-199
Knapp-Monarch Co. 648-650-652-654
Kord Manufacturing Co., Inc. 936-938

Landers, Frary & Clark 207-209-211-213-215
Lau Blower Co. 524
Le John Manufacturing Co. C-1004

Manning Bowman Div., McGraw Electric Co. 186-188-190-192-194
Midwest Mower Corp. 1050

National Die Casting Co. 689-691
National Pressure Cooker Co. 261-263-265
Naxon Utilities Corp. 377-379
Nesco, Inc. 669-671-673

Nicro Steel Products Co., Div. Cory Corp. 624-632-634
NuTone, Inc. 660-662-664

Oster Manufacturing Co., John 946-948
Paragon Electric Co. 1005-1007
Phoenix Table Mat Co. 374-376-378
Plastray Corp. 954
Porter Carpet Sweeper Co. 268
Proctor Electric Co. 690-692-694

Regina Corp. 428-430-432
Rival Manufacturing Co. 148-150-152-154
Robbins & Myers, Inc., Fan Div. 561-563
Rotiss-O-Mat Corp. 565

Salmanson & Co., Inc. 349-351-353-355-357-359-361-363-365
Seal Sac, Inc. 185-187
Sessions Clock Co. 840-842

Seth Thomas Clocks, Div. General Time Corp. C 516
Sherwin-Williams Co. 100-104-106
Silex Co. 191-193-195
Son-Chief Electric, Inc. 815-817
Sperti Faraday, Inc. 249
Steam Electric Mfg. Co. C 540
Stern-Brown, Inc. 700-702
Sunbeam Corp. C828-C829-C832-C833-C836-C837-C842-C843

Superior Electric Products Corp. 273
Sutton Corp., O. A. 772-774-776
Swing-A-Way Manufacturing Co. 181-183

Taylor Instrument Companies 177-179
Telechron Dept., General Electric Company 801-803
Textile Mills Company 256-258
Titan Manufacturing Co., Inc. 513-515
Toaster Products Div., McGraw Electric Co. 186-188-190-192-194
Toastsell Co. 372

U. S. Manufacturing Co. 789-791-793
United States Electric Mfg. Corp. 289

Wagner Manufacturing Co., E. R. 220-222
Waring Products Corp. 427-429-431-433
Welch Company, W. W. C-1013
West Bend Aluminum Co. 675-677-679
Westclox, Div. General Time Corp. C-512
Westinghouse Electric Corp. 272-274-276-278-280-282
Wooster Rubber Co. 809-811-813

Zim Manufacturing Co. 252

* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the management of the National Housewares Mfrs. Assn. and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

Expanding the Line

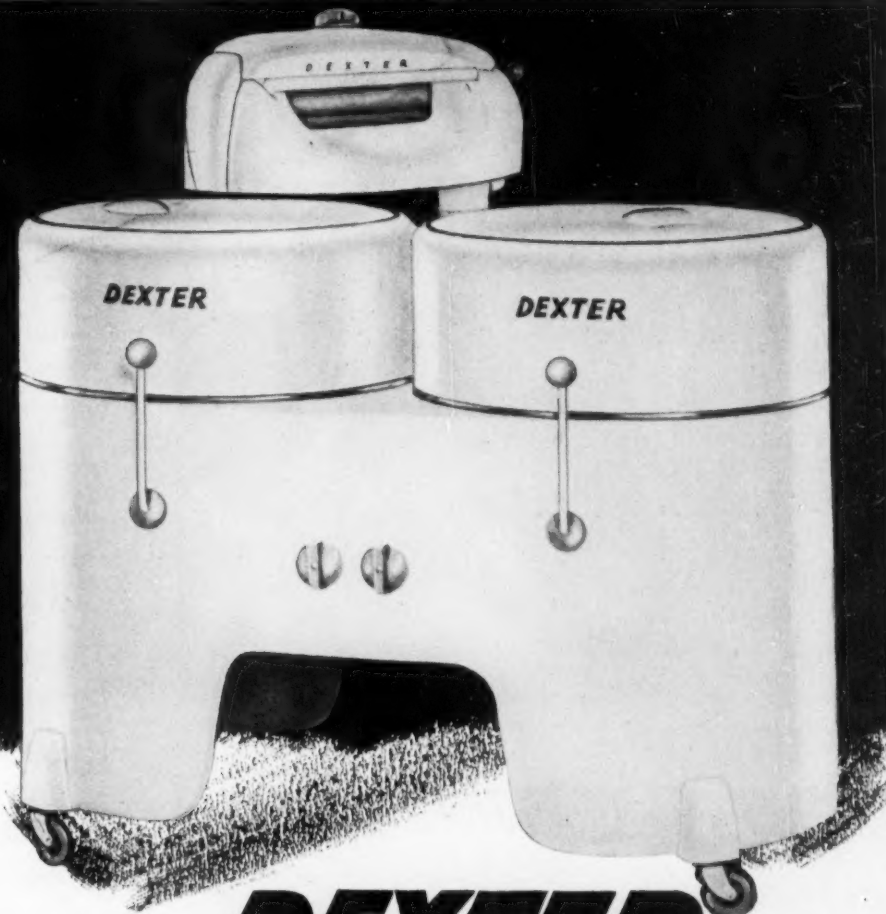


COUNTING THEM OFF, Parker H. Ericksen, director of sales for Bendix unveils the firm's expanded line of kitchen and laundry appliances. (See story, page 337)

NO OTHER
WASHER LIKE IT!

TWICE
AS FAST!

TWICE AS
MANY SELLING
FEATURES



DEXTER TWIN-A-MATIC

the only machine that's

2 washers in 1!

Only the Dexter Twin-A-Matic has two full size washing tubs . . . to give you 2 washers in 1! You can give clothes Dexter's exclusive double sudsing . . . you can wash in one tub and power rinse in the other . . . or you can wash white clothes in one tub . . . colored clothes in the other.

The Dexter Twin-A-Matic is America's fastest washer. There's no waiting for long "wash-rinse"

cycles. The Dexter Twin-A-Matic washes cleaner . . . washes faster than any other washer! Turns out a big tubfull of brighter, whiter, cleaner clothes every 4 minutes . . . does a big weekly wash in less than an hour!

THE DEXTER COMPANY
FAIRFIELD, IOWA
Washday Engineers for 59 Years

NEW! DEXTER DRYER!

Newest and finest dryer! Feature it with the Dexter Twin-A-Matic and you have America's finest dual laundry equipment to offer your customers.



10 DIFFERENT MODELS

A washer for every need in every price range. Special hard hitting promotional plans to help you sell and make more profits.



Mail this
Coupon
Today!

MAIL THIS COUPON TODAY!

THE DEXTER COMPANY, FAIRFIELD, IOWA

Gentlemen: Please rush me full information on Dexter Washers, and on Dexter's special hard hitting promotion plans.

Name

Store

Address

City State

Dexter has a few distributor areas open; if interested please indicate on coupon.

Cigars and Smiles



POSING after the premiere of a new television sales information film sponsored by Du Mont are, left to right, Dr. Allen B. Du Mont, Elmer Wheeler, "star of the show", Harry White of the New York Sales Executive club, and Du Mont general sales manager Dan D. Halpin. Film has been made available to Du Mont distributors and is also available to sales groups and other organizations.

New Sales Plan

A new sales policy under which the firm's heaters will be marketed under the Quaker name and its gas, electric, dual and oil ranges marketed under the Florence name was announced recently by the Florence Stove Co.

The company told its division managers and salesmen that an extended survey had indicated that heaters as well as ranges require a full 12 month selling program. To facilitate a concentration of sales and advertising efforts throughout the year, the decision to market under the Quaker name was reached. (The Quaker Mfg. Co. was acquired by Florence as a wholly-owned subsidiary during 1952.)

The Quaker heaters will be sold by the Quaker sales organization exclusively through distributors and jobbers. The Florence range line will

be sold principally on a direct-to-dealer basis.

(No change in marketing policies will be made in the firm's western sales division. Products will continue to be sold through distributors.)

New Franchise

A new franchise designed to effect closer cooperation between manufacturer-distributor and dealer and to provide the dealer with his own local advertising and promotion program has been announced by Dulane, Inc.

According to Tom Wall, vice-president of Dulane, the new program will gear sales to such factors as model changes, production rate and distribution. More important, says Wall, the franchise will provide the dealer with a program of packaged promotions. The dealer's mailings, displays, local insertions and special offers will be set up for him so that he may use them locally with only minor adjustments.

Star and Sponsor



COMEDIENNE Joan Davis, star of the television series "I Married Joan", visits with C. K. Rieger, general manager of General Electric's small appliance division which, together with the company's major appliance division, sponsors the show.

Food in Food Stores

Food chains will be better off if they develop their untapped potential on bakery goods, delicatessen, fancy candies, dietary foods and prepacked self service meats rather than swinging into the selling of hard goods such as are found in electrical appliance stores. That's the opinion of Harley V. McNamara, president of the National Tea chain, who turned thumbs down on the hard goods idea in Chicago recently.

Stocking of such items means a slower turnover and valuable time and effort lost in trying to move them out of the store, he said. In the process the store neglects its food merchandising, the foundation of its business.

LOOKING AT 1953's MARKET

ESTIMATED APPLIANCE SALES — 1953				
Appliance	Number of companies reporting	Units	Average Price	Dollars
Refrigerators	8	3,610,625	\$282.50	\$1,020,001,562
Freezers	16	1,309,862	391.96	513,413,510
Washers (Automatic)	9	1,525,000	271.98	414,769,500
Washers (Conventional)	7	1,450,000	147.50	213,875,000
Dryers (Electric)	10	490,750	245.38	120,420,235
Dryers (Gas)	6	208,214	271.80	56,592,565
Ironers	8	254,375	196.39	49,956,706
Ranges	11	1,203,182	258.36	310,854,100
Water Heaters	15	735,333	130.70	96,108,000
Dishwashers	7	272,857	319.82	87,265,126
Food Waste Disposers	5	365,000	119.83	43,737,950
Air Conditioners	13	488,479	361.21	176,444,798
Dehumidifiers	5	101,000	138.75	14,013,750

THESE ESTIMATES of 1953 unit sales and dollar volume for 13 appliances were compiled by ELECTRICAL MERCHANDISING's market analysis department on the basis of estimates provided by leading manufacturers in each field.

How To Run a Food Plan

Sound advertising, a good freezer, a reputable food supplier and financing are required, distributors are told, but some think bigger margins are also needed

Gibson distributors from Boston to Cleveland gathered in New York last month to hear factory officials, bankers and food suppliers explain what goes into the making of a good freezer-food plan.

Some of the distributors themselves got into the act late in the day when they told the experts what they really needed to get such a plan underway. Their complaint: freezer margins (for the industry as a whole and not only Gibson, they pointed out) are designed to cover merchandising through retail outlets and are not wide enough

to cover the expenses of maintaining a specialty sales organization.

The panel of experts could provide no answer to this problem (which some of the distributors felt wasn't really a problem anyway) but they did have advice on how to set up a plan, the pitfalls to avoid, the method of providing food for plan members and advice on financing the plans.

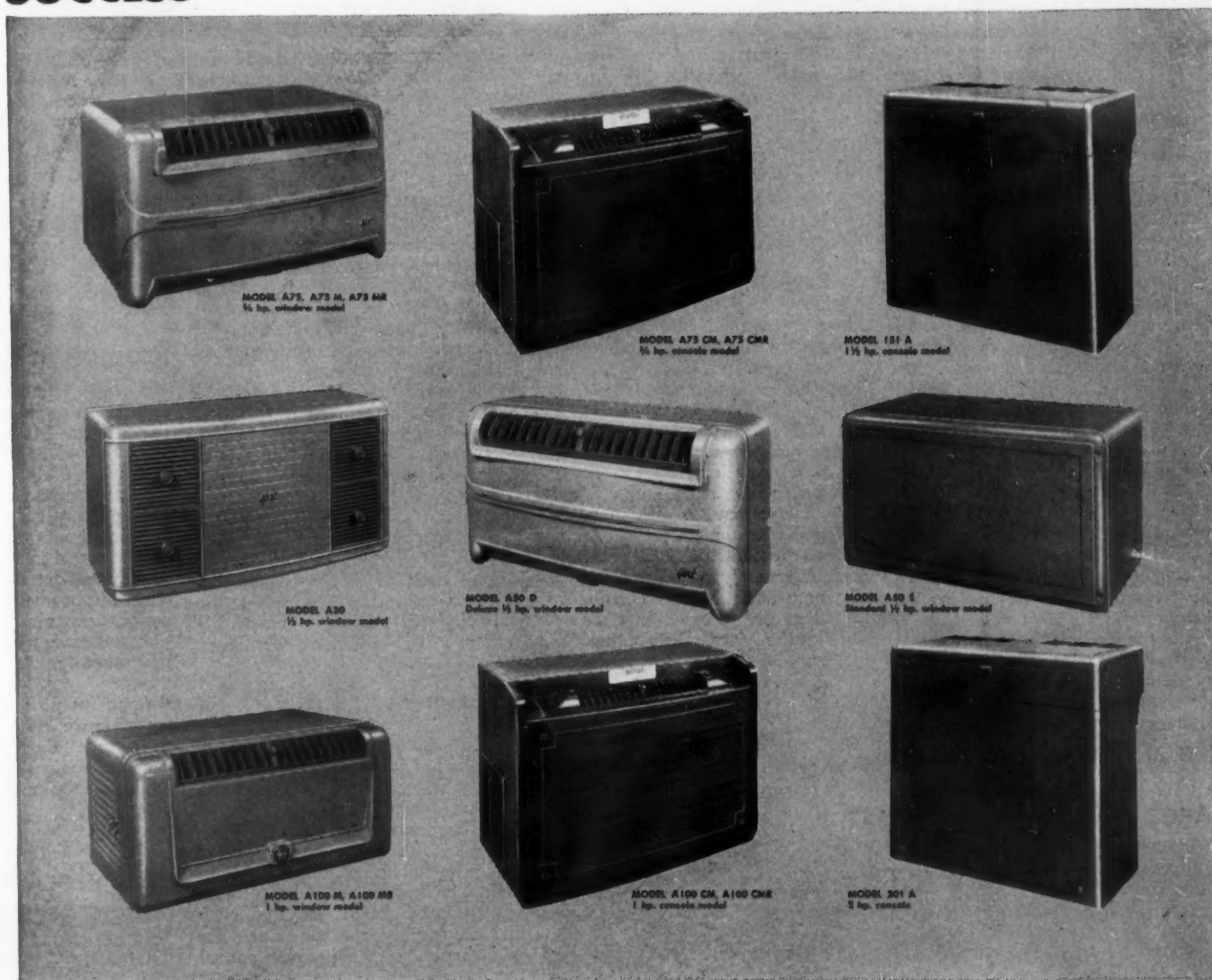
The Freezer. Advice from the manufacturer was provided by Charles F. Pearson, freezer sales manager for Gibson. He urged plan operators to avoid wholesale price claims, to con-



COMPARING NOTES before Gibson's discussion of freezer-food plans gets underway in New York are, left to right, New York distributor Victor Meyer, district manager Paul Vaughan, chairman of the program, and Gibson freezer sales manager Charles Pearson.



YORK'S LINE OF ROOM AIR CONDITIONERS FOR 1953



It's good to be a York Dealer.

He has the line to meet every customer demand. He will *sell* (at full profit) every unit *he* buys. His distributor has a service organization trained to the exacting standards of York—the name in mechanical cooling.

He is supported by an organization which has been trained and developed over the past 68 years in only one interest . . . mechanical cooling. He also gets from York intelligent, practical sales promotion material, and an advertising program as large as it is "on the ball".



THE BIG ADVANCES COME FROM

YORK

HEADQUARTERS FOR MECHANICAL COOLING . . . SINCE 1885

sider all food purchased when quoting prices, to take into account costs of operation when estimating savings for prospects, to breakdown all charges for the prospect, to make sure that there are provisions for re-ordering food by the freezer owner, to stick to government grading on meat, and to make sure that the freezer fits the customer's needs and house.

Financing. The banker's viewpoint on freezer plans was presented by Ernest Watson, a vice-president of the First Westchester National Bank in suburban New Rochelle. He explained that his bank financed both food and freezer on one conditional sales contract with full recourse. The initial food order is paid off in four months while the freezer contract covers two years. Ten percent down payment on the freezer is required. Subsequent re-orders on food are handled on conditional sales contract with recourse—a provision which he admitted was probably peculiar to his bank alone.

While there were requirements in Watson's outlines which were apparently not typical of what many other banks require, he was able to report that the First Westchester and many other banks which have been handling freezer plans are completely satisfied. He said that consumer complaints covered service, the type of food provided, and the type of box sold. His firm is extremely selective in approving food plan operators: it currently is working with three but has turned down 30 others. He said that he knew of one West Coast bank which was so enthusiastic about food plan paper that it was trying to buy up such paper on the East Coast.

Food. Food supplier Arthur Kanoff of Garfield, N. J., explained some of the problems of his business to the distributors. He attributed the success of the food plans to (1) increased convenience for the owner, and (2) the desire to buy at wholesale prices. He cautioned the group that many consumers know nothing about mak-

ing an intelligent purchase order for a large freezer order and as a result some people end up with a freezer full of expensive meat. He said that the consumer must be educated to buy intelligently and told of a bulletin which his firm regularly mails to freezer owners, giving them tips on buying. He, too, told the distributors that the food plan operator should insist on choice grade meat.

Conclusions. Summing up the meeting, Pearson told the group that the freezer food plans were "not a promotion but a merchandising activity" and should be considered in that light, with the plan being set up as a "sound, balanced activity."

The meeting was planned and presided over by Paul Vaughan, Gibson district manager in New York, who has set up a number of food plans in the East.

Lewyt Sets Record

Distributor activity in an "Alex Lewyt month" promotion during November resulted in the "greatest month in Lewyt history" according to vice-president Walter J. Daily.

Sales during November were 116 percent ahead of November last year, Daily said in announcing winners in the campaign. Awards were based on performance against quota on the basis of distributor shipments to dealers. Winners in Group A were Arto-phone, Inc., St. Louis, Sues Young & Brown, Los Angeles, Northeastern Distributors, Boston and Frank Edwards Co., San Francisco. Winners in Group B were the Joseph M. Zamowski Co., Washington, RTA Distributors, Albany, Joseph Zamowski Co. Baltimore and Morris Distributing Co., Syracuse. Winners in Group C includes the Morris Distributing Co., Binghamton, Chapin-Owen in Rochester, Thompson-Hamilton Co. in Columbus and S. A. Long Co. in Wichita.

Meet in California



LISTENING TO distributor principals M. G. Sues, left, and Clarence Brown, right, is Lewyt vice-president Walter Daily. Sues is president of Sues, Young & Brown, Los Angeles distributorship, while Brown, in addition to his affiliation with the firm, is a well known motion picture producer. Occasion was a "stag" for area dealers during which Los Angeles firm was given a trophy by Hicks & Greist, Lewyt agency, for "outstanding national merchandising and sales job."

Merchandisers See Manufacturing



A NEW CONTINUOUS FLOW manufacturing layout is explained to district sales managers of the Royal Vacuum Cleaner Co. by Edwin A. Hamala, Royal director of sales and advertising, second from left, and vice-president George F. Cole, leaning on table. District managers had assembled to complete a "comprehensive" new merchandising program.

New Market Data

Television market researchers will get two important new books for their files from the Radio-Television Manufacturers Assn. in the near future, RTMA members were told during the association's industry conference in Chicago in November.

The association's industry statistics committee is preparing a statistical yearbook for publication early this year which will contain a summary of statistical data on the radio-television industry. The report will be issued annually.

The special RTMA "task force" which last year issued a report on "The Impact of TV Expansion" has begun a new survey to determine the outlook for construction of new TV stations in 1953 and subsequent years.

ASHVE Exposition

Additional display space in the south wing of the second floor of Chicago's International Amphitheatre has been opened to exhibitors for the 11th International Heating and Ventilating Exposition, January 26-30.

Nearly 400 firms have signed up for display space at the show, which is sponsored by the American Society of Heating and Ventilating Engineers in conjunction with its 59th annual meeting.

Four Way Drive

A "new approach" to the washability of synthetic fibres was tried out by Westinghouse's appliance division in November when a fabric maker, a dress manufacturer and a major retail outlet cooperated with Westinghouse in staging a consumer washability promotion.

Participating in the event were Burlington Mills, Puritan Dress and Gertz of Jamaica, Long Island, as well as Westinghouse. According to R. J. McDonald, merchandise manager of laundry equipment for Westinghouse, "the basic idea behind the promotion was to tell and show consumers that miracle fabrics could be washed in

tumble action automatic washers as well as being dried in an electric dryer." Demonstrations were given by textile specialists affiliated with Westinghouse.

Promotion Briefs

● The Vigorelli Sales Co. has launched a promotion and advertising drive designed to introduce its sewing machine to the American market. The machine is a self-contained unit which requires no attachments. It is manufactured in Pavia, Italy. During January a series of 59 demonstrations will be staged in motion picture theatres throughout the country. Housewives will be invited to a free matinee performance plus a free demonstration and sewing lesson by a Vigorelli representative.

● Arvin Industries, Inc., has arranged for exclusive radio and TV product tie-in with the "Truth or Consequences" radio show. An Arvin TV set is the top award on each week's program.

Ready for Meeting in Sky



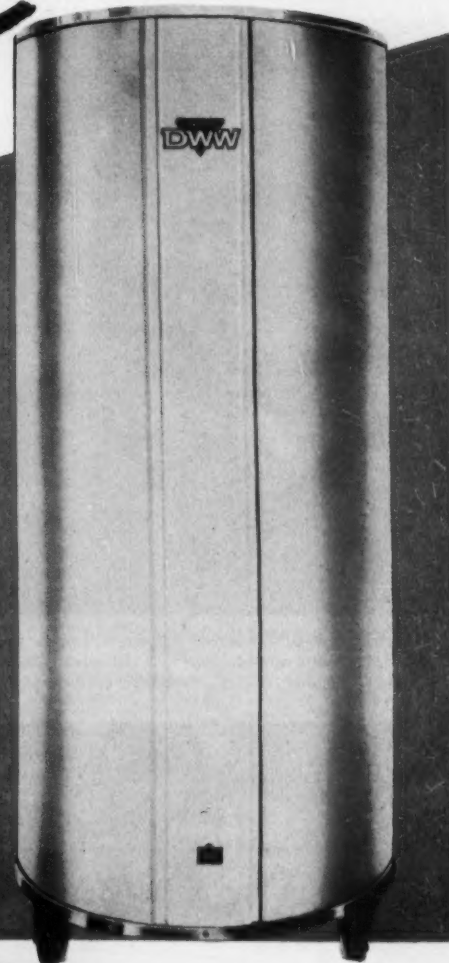
READY to board a plane for a sales meeting aloft are G.E. officials and officials of GESCO Newark. The flight was one of a series arranged by G.E. to dramatize the air travel prizes it was offering distributor salesmen. From left to right are Jim White, blanket representative for the New York area, Jim Kelly and Jim Lynsky of Newark, and C. R. McLean, General Electric automatic blanket sales manager.

there is no more saleable line in the industry



automatic
**WATER
HEATERS**

Consumers follow the DWW trademark because they are convinced of the advantages behind it. Experience has proved that skill—integrity and understanding of their needs shapes every DWW product. This is why when you sell D. W. WHITEHEAD Automatic Gas and Electric Water Heaters, you are associated with greatest value at lowest cost.



ELECTRIC UPRIGHT



ELECTRIC TABLE-TOP

*feature the advantages
that feature profit ...*

ELECTRIC:

Plenty of clear hot water • Economy • Trouble-free performance • Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Gleaming enameled casing • Adjustable thermostats • Extra-thick Fiberglas insulation.

D. W. WHITEHEAD also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.

GAS:

Efficient economical operation • Heavy Fiberglas insulation to prevent heat loss • Adjustable thermostat, easily set for any temperature • Advanced design with latest scientific improvements • Gleaming enamel casing with smart, modern lines • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10-year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.



GAS



*a type and size
for every purpose*

DWW manufactures a
1 Year, 5 Year, 10 Year,
and
Stone Lined Water Heater

Liberal 10 year guarantees
on extra-heavy copper-bearing
galvanized steel tanks when ordered with
cathodic protection.

NATIONALLY ADVERTISED

D·W·WHITEHEAD

D. W. WHITEHEAD MANUFACTURING CORP., 1218 Walnut Ave., Trenton 9, N. J.

MEETINGS

Kelvinator Shows Its New Lines



AGAINST A BACKGROUND of drum majors and a horse-drawn band-wagon, Kelvinator merchandise manager Charles Coward outlines the firm's 1953 plans to consumer and trade paper editors at a press showing in New York.



CONVERSATION PIECE for Kelvinator ad manager Tim King, right, and New York zone manager K. L. Saunders, left, is this 11.6 cubic foot refrigerator.

Preview RCA Line

Confidence in what's ahead for TV and assurances that 1953 will be one of the best years in RCA Victor history were expressed by company officials and distributors attending a sales meeting in Miami in early December.

A 25 model line ("the most diversified" in RCA history) was shown to distributors. Included are models ranging from a 17-inch table set to a 27-inch console. New radios, phonographs and air conditioners were also shown.

On hand for the meeting were president Frank Folsom, H. G. Baker, vice-president in charge of the home instrument department, W. A. Buck, vice-president and general manager of

the RCA Victor division, C. M. Odorizzi, operating vice-president of the division, and J. B. Elliott, vice-president in charge of consumer products.

Perfection Meetings

A series of six district sales meetings designed to introduce the 1953 line of Perfection cooking and heating products will be concluded in Chicago early this month. At each of the three-day meetings, Perfection's new lines and merchandising plans for the year were outlined. On hand from the factory were J. H. Rasmussen, vice-president and director of appliance sales, and Leslie Bushfield, general sales manager.

Only One Line

Twelve regional distributor meetings were used by Motorola late last month to announce details of a new merchandising, promotion and advertising program for 1953.

Only "fill-in" models were introduced, the company reaffirming its decision to go along with the one-line-a-year policy urged on the industry by NARDA. Vice-president Edward R. Taylor said that the firm was not worried over a lack of consumer interest which some firms fear would follow adoption of the one line policy.

The firm's 1953 merchandising plans are based on anticipation of a "strong market", Taylor said. He cited three factors to support this conviction:

(1) There should be a large trade-in market, since 30 percent of sets in use are 12 inches or smaller in size.

(2) The economic and political climates "auger well for good business generally and further expansion within this industry."

(3) New markets are opening up; 30 to 35 percent of 1953 sales will be made in these areas.

A filmed keynote address by Paul Galvin, Motorola president, highlighted each meeting. Other executives presided over each of the regional meetings.

Presto Conference

Field salesmen from this country, Canada, Mexico and overseas assembled in Miami Beach in early December for the first international sales conference ever held by the National Pressure Cooker Co.

Emphasis during the meeting was placed on the company's merchandising plans for the year ahead. Comprehensive advertising campaigns will be conducted on each of three appliances—steam iron, pressure cooker and deep fryer. Promotions will include one on pressure cookers (featuring the versatility of the unit), one on steam irons and one on the "efficiency and effectiveness" of deep frying.

Coolers Short Again

Manufacturers will be unable to fill demand for room air conditioners again in 1953, Salvatore Giordano, president of Fedders-Quigan Corp. told a national sales meeting in New Orleans last month.

The "unavailability" of certain basic materials and essential manufactured compounds were cited by Giordano as reasons why demand is likely to run ahead of supply again in 1953.

Distributors attending the meeting were also told that Fedders would market "a number of room air conditioners with supplementary heat" during 1953. While this would be the first step "toward the ultimate development of an automatic temperature-controlled air conditioner which eventually may make obsolete furnace methods of heating", Giordano warned distributors against "over-selling present room air conditioners with supplementary heating facilities because of their limited applications."

(Fedders thus became the second manufacturer to announce the inclusion of space heating equipment in 1953 room coolers. Earlier in the year, Mitchell Mfg. Co. revealed that it would provide such facilities in certain of its 1953 models.)

The Fedders line has been completely redesigned and restyled, distributors were told. New models featuring automatic "weather bureau" controls in one-third, one-half, three-quarters and one ton capacities were introduced.

A multi-page spread in Life which will be "the largest single insertion in a national consumer magazine by an appliance manufacturer" will open the advertising campaign on the 1953 line, ad manager Robert Cassatt said. This will be followed by 42 ads in eight other magazines. Fifty-six full pages will be run in professional magazines and color spreads will be used in major business papers. Newspaper, radio, TV and billboards will also be used and the firm will provide a variety of merchandising aids and a coop advertising program for dealers.

Collegiate Merchandising



DISTRIBUTORS attending a recent meeting held in Chicago by Manitowoc Equipment Works were given a full dose of collegiate atmosphere as the firm unveiled its 1953 freezers and merchandising plans. Posing with two "cheer-leaders" are Ken Dahm, left, manufacturers' representative from Denver, and Erle Brown, sales coordinator for Manitowoc.

Deepfreeze Previews Its Lines

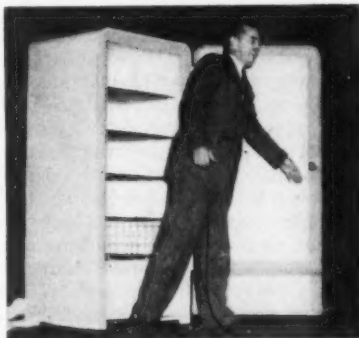


BADGE for the president is pinned on L. G. Jacques, president of Motor Products, Detroit, by Deepfreeze vice-president L. J. Sorenson during distributor meeting in Detroit. At extreme right is Deepfreeze general manager Ben Sanderson.

With beautiful girls in pastel gowns as window dressing the Deepfreeze Appliance Division of Motor Products Corporation previewed its 1953 line in Chicago on December 1.

Topping its offerings was a 19 cu. ft. upright home freezer trimmed in Bermuda green, holding 665 lbs. of food and listing at \$619.95. Last year's 11 ft. upright is continued.

Four chest type freezers were presented by J. Reynold Carey, freezer sales manager, in 7, 13, 17 and 23 cu. ft. sizes. They range in price from \$299.95 to \$629.95. The standard 7 and 13 cu. ft. chest type models have been restored to the line, he said.



NEW NINETEEN cubic foot upright freezer is introduced to distributors by freezer sales manager J. Reynold Carey.

Sales Meeting Via Phone



INITIAL 1953 SALES PLANS on the company's automatic blankets were explained to General Electric district managers last month in a trans-continental sales meeting handled entirely by phone. In the picture above sales manager C. R. McLean, general manager R. O. Fickes and advertising supervisor M. M. Masterpool handle the factory-end of the unique meeting.

DRY-R-X Clothes Dryer Exhaust VENTS

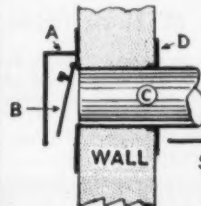
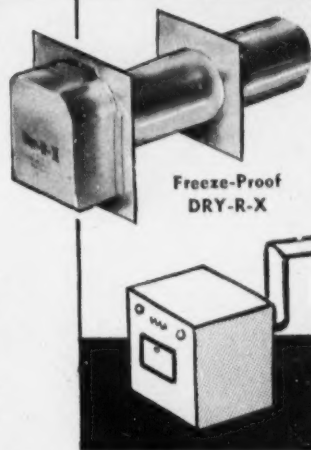
Help satisfy Dryer Customers

When your customer fears a fog

Your clothes dryer prospects have heard about moisture, heat and lint from their neighbors. They'll want assurance that they will not have this problem when you install their dryer, so...

Sell and install DRY-R-X

The DRY-R-X exhaust unit is the simple and economical way to eliminate moisture, heat and lint produced by most makes of dryers. The DRY-R-X is made of non-rusting aluminum and the design is completely weather and insect proof. Ease of installation with the dryer or by the customer makes for a quick extra sale.



THE DRY-R-X KIT

The Dry-R-X kit contains (A) Weatherproof hood welded to 6" square mounting plate (B) Counter balanced automatic damper door (C) 12 inches of 3" starting pipe (D) Finishing plate for inside wall. Kit, with sufficient pipe for average installation, lists at about \$10.

See your supplier or write us stating make and model of dryers

DRY-R-X COMPANY

5525 Code Ave. • Minneapolis 10, Minnesota

The Design is **NEW**
the **PRICE** is the
SAME

Only
\$34.95

MILWAUKEE
Appliance Carrier
MODEL 7706



Slim, only 6" deep, for tight corners, plus extra height for easy breaker and load control. Sled type, box-braced tubular steel frame. Round sliding edges for easier movement up and down stairs, in and out of trucks. Two wide belts and 5" x 23" nose plate. Solid rubber wheels. Load capacity 750 lbs. All this, only \$34.95 f.o.b. Milwaukee. Ask your supplier.

MILWAUKEE
Truck and Caster Corp.
6518 W. RIVER PARKWAY, MILWAUKEE 13, WIS.

FULLY AUTOMATIC ELECTRIC URN

24 CUP CAPACITY

Perfect For Parties and Large Groups



Saves time and effort • Beautifully styled • Triple Chrome plated over brass • U. I. Approved • Drip proof spout • Swivel top handle • Fully enclosed heating element with cold water pump for quick coffee perking • And priced to sell in volume.

Heat is completely controlled. Turns itself down automatically when coffee is brewed and automatically keeps it at constant serving temperature.

Manufacturers of a complete line of chrome plated electric percolator and urn sets, copper chafing dishes and aluminum and chrome plated holloware.

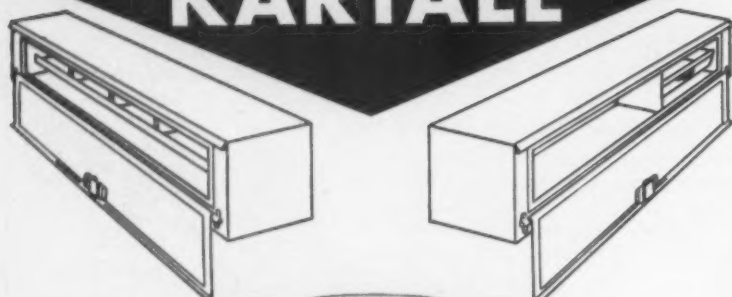
SEND FOR OUR NEW CATALOG

LA BELLE SILVER COMPANY, Inc.
Showroom: 212 Fifth Ave., New York 10, N. Y.
Factory: Cooper Avenue at 80th Street
Glendale, L. I., N. Y.

STOP STEWIN'

Organize your tools & parts with

KARYALL



G. M. C.
DODGE
STUDEBAKER

FORD
CHEVROLET
INTERNATIONAL

"KARYALL" Model H Compartments are designed to eliminate scattered tools and parts, protect from weather and theft and are available in sizes to fit 1/2, 3/4 and 1 ton pickup trucks.

"KARYALL" Compartments actually increase cargo area and readily convert any pickup truck into a quickly inventoried service truck.

Immediate delivery.
Write for prices today.

KARYALL BODY, INC. 8221 CLINTON ROAD CLEVELAND 9, OHIO

ORDER NOW!

1953
APPLIANCE
TRADE-IN
GUIDE

FEATURING
6 IN 1

- Refrigerators
- Food Freezers
- Electric Ranges
- Gas Ranges
- Vacuum Cleaners
- Washers

Do your sales 'bog down' when the customer asks . . . "How much for my old refrigerator?" The TRADE-IN GUIDE answers that question. AVOIDS that uncomfortable pause in the sales story. OPENS the bargaining, gives you an immediate starting point. CLOSES the sale right then and there in many instances.

GET ONE FOR EACH SALESMAN
Single copy, \$5
2-5 copies @ \$3.50 each

NATIONAL APPLIANCE TRADE-IN
GUIDE COMPANY

DEPT. M — 2132 FORDEM AVENUE
MADISON 1, WISCONSIN

Send () copies of NATIONAL APPLI-
ANCE Trade-In Guide, at \$_____ each.

Name _____

Address _____

City _____ Zone _____ State _____

Enclosed is () check () money order

- AN ELECTRIC SAUCEPAN
- AN ELECTRIC ROASTER
- AN ELECTRIC CASSEROLE
- AND A FOOD WARMER TOO!

America's
Finest



\$26.95 List Price
GIFT WRAPPED

Burpee leads the field with round, seamless, stainproof aluminum construction, spatterproof cover, self-draining basket, removable element—temperature controls for all basic cookery as well as perfect deep frying. Write for sample, details.

5 YEAR GUARANTEE!!

THE BURPEE CO.

Dept. B-1

BARRINGTON, ILLINOIS

RADIO-TV

TV Set Without Tubes

RCA engineers dramatize the eventual meaning of transistors by showing an experimental TV receiver which has no tubes and weighs only 27 pounds

A portable, battery-operated TV set, tubeless except for a picture tube, was shown to 500 industry executives and engineers in November by RCA.

The experimental television receiver, as well as tubeless AM, FM and auto radios were demonstrated to the group to dramatize the progress being made toward harnessing the transistor.

(Transistors are semiconductors which perform functions similar to those performed by electron tubes. Among the advantages of transistors are their small size, extremely low power requirements, long life, physical ruggedness and instant operation without a warm up period.)

Dr. E. W. Engstrom, vice-president in charge of RCA Laboratories division, summed up the status of the transistor this way: "These demonstrations highlight the fact that transistors are today no longer entirely a research concern. They are, in the fields of radio and television, an immediate problem for advanced development by industry engineers who can learn how to put them to work in evolving more versatile, smaller, sturdier, and eventually lower cost equipment."

Engstrom emphasized, however, that the transistor will not supplant the electron tube—and even predicted that the tube market might be increased by the development of commercial transistors. This would be due to the fact that the transistor will allow development of electronic devices "now undreamed of." Many such de-

vices would still require tubes, Engstrom said, pointing out that "there are now and always will be applications where only tubes will perform."

The Products. The battery-operated TV set was a one-channel, five-inch picture set. Use of transistors made the set small enough to be housed in a case no larger than that for a portable typewriter. In recent tests the 27-pound set produced a satisfactory picture up to 15 miles away from the Empire State Building transmitter location with the use of a small rabbit-ear antenna. Without the antenna the range was five miles. Its total power consumption was 14 watts—less than one-tenth that of a standard table-model set.

In an all-transistor personal radio, standard 100-hour battery life was derived from five small batteries each about the size of a checker piece. Transistors were also used in a completely-portable FM set. The all-transistor auto radio eliminated the high-voltage power supply common to present auto sets since the transistors operate directly off the six volt auto battery. A substantial cost saving would be obtained by thus eliminating a vibrator, transformer and rectifier.

A lightweight 45 rpm record player was also shown. The low power consumption of the four transistors employed in the transistor amplifier enabled a 22.5 volt-battery to provide for approximately 1500 record playings (75 hours of operation).

Studying American TV



A TEAM OF FRENCH electronics experts visit laboratories at the Emerson Radio and Phonograph Corp. as one stop on a Mutual Security Agency tour of this country's electronics manufacturers. The French hope to adopt American techniques for their own electronics industry. Center is Emerson president Ben Abrams.

The MASTER Line OF HOME HAIR DRYERS

HAS
EVERYTHING!



THRIFTEE
for volume sales.

Highest quality in low priced field. Beautiful plastic housing in gray, wine or beige. Hot or cold air. AC only.

List Price (with chrome stand) \$7.95



SUNNY

Maximum beauty and performance in its price range. Superior to dryers selling for much more. Three sun-splashed colors. AC or DC. List Price (with chrome stand) \$14.95



UTILITY

Professional performance at a minimum price. Portable use only. Hot or cold blast. Green hammerloid finish. Long trouble-free performance. AC or DC. List Price \$17.95



GENERAL

Ultimate in performance. Comes with detachable stand. Blue hammerloid metallic finish. Hot or cold air blast. Sturdily built for long hard usage. AC or DC. List Price (with chrome stand) \$19.95



ADMIRAL

Tops in both beauty and performance. Acclaimed best on the market by thousand of users. Die-Cast housing, sturdy AC-DC motor, quiet fan. Hot or cold blast. Combination polished aluminum and plated finish. List Price (with chrome stand) \$21.95

All Master hair dryers exclusively equipped with famous PLASTURBO blower wheels. Also mfg. of the MAMCO HEAT GUN. See your distributor or write . . .



Hi Fi Fan in Mysore



A LETTER from "The Palace, Mysore" which requested information on Stomberg-Carlson's "custom four hundred" hi fi radio and sound equipment is examined by merchandise manager J. W. Farrow and assistant advertising manager Frederic W. Haupt, right. Company officials report a heavy volume of foreign inquiries on the hi fi equipment.

More and More Sets

Things are looking up. In September, members of RTMA's sales managers' committee came up with an average "guess-estimate" of 5.7 million sets as the industry's total for 1953.

But in November the sales managers took a second look at their guesses and raised the average up to 6.4 million. Individual guesses ranged from 5.7 million to eight million.

Teach UHF Service

A new training program on UHF is being offered service men by the Raytheon Television and Radio Corp. Unveiled at a meeting in Rockford,

Ill., in mid-November, the new course is entitled "How To Interpret What You See in UHF" and is similar in format to the firm's previous training program on VHF. The course includes a twin set of slides. One slide shows the faults seen in the TV picture and the accompanying slide shows the part of the circuit where the cause usually is found.

Included in the course are an explanation of the operation and the important service points of most methods of UHF tuning.

Carroll Hoshour, director of service and sales engineering for Raytheon, noted that heavy demands are already being made on his staff for training meetings. In addition to being given during local meetings similar to the initial one in Rockford, the course will also be offered to radio-TV schools.

1.2 Million Sets—99 Complaints

As proof that the television service picture in the Chicago area is not so bad as it's sometimes painted, the Electric Association has released the results of a survey made by the Better Business Bureau on television service complaints of all types. The survey covered the months of September and October. During these two months, only 99 complaints were registered as follows:

Service Work Done By:		Number Complaints Received	
Dealers		Regarding service contracts	27
		Regarding individual service calls	13
		Regarding other misc. complaints	9 47
Distributor-Wholesalers			1
Manufacturer-Operated Service Company			1
Independent Service Companies		Regarding contracts	6
		Regarding individual service calls	16
		Regarding other misc. complaints	4 26
Manufacturers who sell receivers direct to consumers			22
Total			99

Latest TV Sales Survey figures, compiled for the Electric Association by Arthur Andersen & Company, show that as of September 30, there were 1,231,854 receivers installed and in use in the 50-mile radius of Chicago.

GLUTTONS for PUNISHMENT

CORNISH

Cords and
Cord Sets

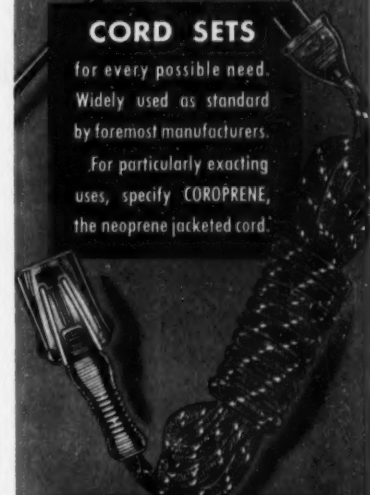
RUBBER...
PLASTIC...
NEOPRENE...



CORD SETS

for every possible need. Widely used as standard by foremost manufacturers.

For particularly exacting uses, specify COROPRENE, the neoprene jacketed cord.



FLEXIBLE CORDS

On smart metal spools, in convenient lengths for brisk and profitable footage business.



CORNISH WIRE COMPANY, INC.
50 Church Street, New York 7, N. Y.

DRYERETTE - the **BIG** LITTLE DRYER



It meets that BIG "In-Between" Demand!

Combines drying speed and ruggedness of large commercial dryers with economy and compactness of home dryers. Capacity up to 3 times that of home dryers and dries 3 times as fast. Easy to install and operate. Automatic and safety features win instant acceptance. Hundreds in successful operation. Fully guaranteed.

Sell your customers the dryer they need . . . the dryer that's designed, built and priced to sell — the Dryerette!

HOYT MANUFACTURING CORP.
WESTPORT, MASSACHUSETTS

MANY DESIRABLE TERRITORIES STILL OPEN. WRITE.

Get what you WANT...in

MODERN Automatic Electric WATER HEATERS

**MOST COMPLETE LINE—TOP QUALITY—
TOP PERFORMANCE—PROFITS!**

You name it—MODERN'S got it—everything you want in automatic electric water heaters. Most complete line—finest quality—top performance. Style that attracts—features that sell. And every unit priced for profit. See for yourself.

- 5½, 12, 20, 30, 55, 66 and 82-gallon sizes
- Standard, Deluxe and Table Top models
- "Magic Circle" black heat surface elements heat up fast—won't lime up
- Adjustable surface type snap action thermostats
- Built-in heat trap to prevent back circulation on hot water line
- Extra heavy blanket type insulation
- Listed by Underwriters' Laboratories, Inc.
- Magnesium anode and 10-year tank warranty at slight extra cost
- Sparkling white Dulux enamel finish—baked on for long life

WRITE FOR DETAILS AND PRICES

Also a complete line of domestic and commercial water softeners and filters.

MODERN WATER EQUIPMENT COMPANY
Dept. EM, West Chicago, Illinois

WATER SOFTENERS • FILTERS • ELECTRIC WATER HEATERS

MANUFACTURERS

Betting Cash on the Future

Appliance-TV manufacturers back up their confidence in the industry's future by investing in important (and expensive) plant expansions

Dollars and cents confidence in the appliance-radio-TV industry's future was becoming increasingly evident late in 1952 as additional manufacturers revealed plans for plant expansions.

A \$1.5 million plant expansion by Deepfreeze, addition of 300,000 square feet of floor space at Zenith's main plant, major expansion at Admiral's Galesburg factory as well as previously announced programs by G.E. and Westinghouse all furnished proof that manufacturers were willing to back up their confidence with capital outlays.

Deepfreeze. New facilities at Lake Bluff, Ill., should be in operation "by the middle of 1953", L. J. Sorenson, vice-president of Motor Products Corp. and general manager of that firm's Deepfreeze appliance division told distributors last month. The expansion will double the firm's home freezer production facilities and will add 100,000 square feet of manufacturing space. The new construction will take the form of an addition to a plant completed in 1950. When the new factory space is completed the firm will have facilities to turn out 600,000 refrigerators and freezers annually. The plant is designed to run at full capacity on freezer production alone or on refrigerator production only or any combination of the two products.

Zenith. The additional 300,000 square feet of space at Zenith's main plant in Chicago will be used chiefly to provide additional packing and shipping facilities. Construction is scheduled for completion within a year at an estimated cost of \$3,000,000. Facilities for loading 20 trucks at a time will be provided and there will be accommodations for rail shipments.

Other Expansions. Expansion of Admiral's Galesburg plant was described in the December issue of ELECTRICAL MERCHANDISING. Previous floor space of 385,000 square feet will be nearly doubled when current projects are completed in the spring. The plant will be able to turn out 400 ranges and 2,000 refrigerators daily. New construction includes a modern range plant, an interplant conveyor system, a brick warehouse, a porcelain plant, a truck dock and enlarged office space.

If normal winter weather prevails, Westinghouse engineers hope to complete the steel structure of the firm's new appliance plant in Columbus by the end of this month. Some equipment may be moved into the building this month.

Correction from Seattle

To the Editor:

An article on page 162 of the June 1952 issue of Electrical Merchandising has come to my attention.

The article describes an alleged "cooperative working arrangement" between all appliance distributors in Seattle and dealers and the Seattle Appliance Association. Before describing the alleged plan the article states that "Most distributors *** consented to abide by a plan drawn up by the dealer association if the association could secure such pledges from all distributors." It is then stated that "The committee then began converting each distributor individually and has now achieved 100 percent cooperation at the distributor level."

General Electric Supply Company is a distributor of electrical appliances in Seattle, Washington. It entered into no agreement or understanding, expressed or implied, with anyone "to abide by a plan drawn up by the dealer association" or to abide by any other plan. It has long had its own policies which it believes are fair and equitable to its customers regarding sales to builders and sales to dealers. It established those policies independently. For obvious reasons, it believes that it must, acting individually, decide upon its own policies.

In view of the fact that the article referred to gives the impression that the General Electric Supply Company has entered into an arrangement, which, as stated above, is incorrect, which arrangement might be thought by some to be a violation of the anti-trust laws, we would appreciate it if you would publish this letter in an early issue of your magazine in order to correct that impression.

Yours very truly,

O. B. Hubenthal, District Manager
GESCO-Seattle

Wood for Steel



WOOD GRAIN finishes on steel kitchen cabinets are being shown at the January markets by Harrison Steel Cabinet Co. of Chicago. Miss Mabel Zelinski, assistant sales manager for the firm, demonstrates one of the units.

ASSOCIATIONS

Hall Named NEMA Head

Appliance sections name Poteat and Fisher as heads, vote to continue educational and sales promotion campaigns

Continued expansion of the market for major appliances was forecast by NEMA members attending the association's twenty-sixth annual meeting in Atlantic City in November.

Appliance sections of NEMA voted to "continue aggressively to educate consumers through trade and educational channels" in order to realize both present and future market potentials.

During the meetings, L. G. Hall, president of the Stackpole Carbon Co., was elected president of NEMA, succeeding J. F. Lincoln, president of the Lincoln Electric Co. Named to key positions in the appliance sections of the association were G.E.'s J. R. Poteat as chairman of the major appliance division and Stanley G. Fisher as chairman of the electric housewares section. Other heads of appliance sections are: W. E. Saylor of Kelvinator, ranges; R. V. Palmquist of the Clark division of McGraw Electric, water heaters; W. M. Timmerman of G.E., household refrigerators; F. J. Bommer of Sanitary Refrigerator, farm and home freezers; and L. W. Smith of Frigidaire, dehumidifiers.

Promotion Plans. Promotion plans of the electric range section include continued advertising directed at builders, architects, teachers and home economists as well as a proposed "electric cooking month" during May. Utilities, dealers and leagues will be urged to participate in this event.

The electric water heater section examined plans to continue its advertising efforts aimed at architects, builders, dealers and plumbers.

The farm and home freezer section previewed a new freezer training kit designed as a teaching aid for home economics teachers. It includes 12 wall charts and a teaching guide of 11 lessons.

Plans for the 1953 electric housewares gift campaign were also previewed during the Atlantic City meeting. For details of this program, see page 340.

Plans for working more closely with electric leagues and area committees were also discussed.

Named as vice-chairman of the major appliance division was Philco's R. A. Rich. Vice-chairmen of product sections include: Henry Hubbard of Philco, ranges; A. F. Cassidy of Rheem, water-heaters; F. J. Bommer of Sanitary Refrigerator, household refrigerators; W. S. Hall of Deepfreeze, farm and home freezers; and L. H. D. Baker of Admiral, dehumidifiers. E. W. Doherty of American Electrical Heater Co., was made vice-chairman of the electric housewares section. Chairman of the section's sales promotion committee is G. W. Orr of Oster.



POTEAT: major appliance head



FISHER: heads housewares section

Can You Answer Yes?

A promotion campaign on water heaters sponsored jointly by the utility, the electric league and 13 area distributors has upped unit sales in the Boston area.

The promotion was launched by the Boston Edison, the Electric Institute and the distributors in early September and continued through November 15. Shortly before the end of the campaign sales figures showed that heater sales were running 18 percent ahead of last year.

A good part of the campaign was built around a red, white and blue "campaign button" which asked the question "Can You Answer Yes". Expanded, the question was really "Can You Answer Yes to These Six Questions About Water Heating?" The six queries were designed to bring out the advantages of electric water heaters.

Advertising was run by Boston Edison with a good volume of tie-in advertising locally. Distributors contributed a five dollar bonus for each sale made by a retail salesman.

The campaign was timed to break at a moment when conversion to natural gas was going on in the area. With the public's attention on water heaters, the utility saw a chance to promote electric heating.



WAITING THEIR TURN to address the winter meeting of the ICHAM in Cincinnati are, left to right, president-elect Cecil Dunn of RCA Estate Appliance Corp., Bob Smith of Temco and Florence Stove's Walter Muhlbach, outgoing president.

Glamourize the Range

ICHAM conferees agree that the industry needs better merchandising—but agree that business should be very good in 1953 anyway

Manufacturers and guests attending the annual winter meeting of the Institute of Cooking and Heating Appliance Mfrs. in Cincinnati in early December came to a familiar conclusion—a better selling job is needed on ranges.

But if the group was pessimistic on the need for merchandising ranges—and space heaters—they came to a much more optimistic conclusion in sizing up 1953 prospects. The consensus: most controls will expire during the year and business should be very good.

Here's what was said in discussing ranges, space heaters, and business in general:

Ranges. Dealer Harry Price, Jr., of Norfolk sounded off during the sales and merchandising forum. Said Price: "The range is the only appliance that can't be glamourized. After carefully checking in my five stores I have found that women will walk right through the store and not even look at a range. Therefore, you need a gimmick to get their attention. It is clear that the range isn't like other appliances that offer labor-saving; it is an appliance which merely performs a necessary function. Manufacturers should provide more assistance in glamourizing the range."

Several speakers, emphasized that many dealers were not pointing up the market of dissatisfied customers.

Walter Muhlbach, outgoing president of ICHAM, told the group in his farewell remarks that "until you learn to dominate the market, it will be a case of feast and famine, and more famine than feast. Try to create a market of dissatisfied customers. Get them to believe that their stove needs to be replaced. This method is used in the automotive market, and can be used in the appliance industry to good advantage."

Heaters. Space heaters were referred to as a declining market during the merchandising forum. But dealer Lloyd Caley of Huntington, Indiana quickly replied, "Space heaters are not declining everywhere. In some areas they may be, but in my own area they are increasing. Many homes don't have basements, and for the couples who don't have enough money for a furnace, they are very important. There isn't a month of the year you can't sell heaters, especially early in the season. Advertising is the best tool to do the job, and you can sell more in July than in September, if you use advertising."

C. M. Hinds, of Dearborn Stove Co. told of developing a lay-away program which was very successful. "But," he said, "all of us should give some thought to how we are going to sell our heater . . . don't go on the theory that it is an item that most people want, and want at less money. All we have to do is tell them about it."

Outlook. Real crystal ball gazing is always expected around the end of the year. Donald Hobart, vice-presi-



ANSWER to a floor question by C. M. Hinds, president of Dearborn Stove Co., finds NARDA vice-president Harry Price smiling agreement.



BETWEEN SESSIONS, Carl P. Bersing and H. L. "Red" Clary of Norge compare notes with Walter Muhlbach of Florence Stove.

dent and director of research of the Curtis Publishing Co. offered an outlook for the future. Said Hobart: Let us look first at some aspects of the general economic climate for the future insofar as it can be forecast. Business conditions in 1953 should be good. This opinion is shared by the majority of the economists and forecasters. They believe that defense spending will hit its peak sometime late in 1953, then decline. On the whole, it is expected that retail sales will be good during the first half of the year and may well average about two percent above 1952 sales. Business will stay at its present level, remaining on the relatively high plateau where it has been since 1951.

Hobart offered three explanations for a drop in consumer durable goods production:

1. Decreasing rate of family formation. This affects construction and acquiring of new family durables.

2. Large stocks of relatively new durable goods are now held by the consumer, with the inference that many

consumers may not purchase soon again.

3. High wage and tax costs leading to higher prices in the durable goods industries.

Business. The winter management conference was off in attendance, but those commenting on the total effect feel that it brought many important factors that manufacturers must consider. Opinions by dealers such as Mort Farr, Harry Price, Lloyd Caley, or from Alex Greenberg of the Furniture Assoc. are sometimes the only way for members to see where they may provide additional help for the appliance industry.

New Officers. Cecil Dunn, president of RCA Estate, was elected president. Other officers are: Frank Fisher, Floyd-wells, secretary-treasurer; Don Hart, Temco, Inc., executive vice-president; other vice-presidents—Marc Pender, Magic Chef, vice-president, memberships; Fred Kaiser, vice-president of Detroit-Michigan Stove Co., meetings; and F. H. Guthrie, Newark Stove Co., publications.



EXCHANGING NOTES during ICHAM meeting are, left to right, Frank Hanus of the Hughes Peters Co., Jess Moore of Coleman and A. J. Tenner of Perfection.

TEXAS DEALERS HOLD CLINIC



FINALIZING PLANS for a one day educational clinic held in Dallas in November are (left to right) Jack Burge of Fort Worth, Gene Crow of Grand Prairie, Sam Hagy of Dallas, general chairman of the clinic, and Vergal Bourland of Fort Worth.

Some 500 retailers, their salesmen and distributors attending an educational clinic in Dallas in mid-November heard Kelvinator's D. A. Packard maintain that initiative in improving general appliance industry trends lies with the retailer.

Pointing out that he was not "passing the buck to retailers", Packard said he felt that retailers must take the lead in bringing sound business practices "back to our industry". He urged retailers to "come to the manufacturer with desire and readiness to build up their sales power." In that

way, he said they can begin building a sound relationship with distributor and manufacturer and can begin to enjoy "the benefits of an adequate market in which to work and extra assistance resulting from it."

The one-day clinic was sponsored by the Texas Appliance and Television Dealers under the chairmanship of Sam Hagy. Speakers included Ben H. Wooten, president of a Dallas bank, Mort Farr, Edward R. Taylor of Motorola, H. B. Price, Jr., and A. W. Bernsohn, NARDA managing director.

City by City

● **Toledo.** The Toledo Retail Appliance Dealers Association has voted unanimously to affiliate with NARDA. The newly formed organization has a nucleus of 35 members, and has plans for expansion to a membership of approximately 70 retail appliance dealers. The meeting at which the decision to join NARDA was taken was addressed by NARDA's managing director, A. W. Bernsohn.

● **Inland Empire.** Celebrating the end of its first year of organization, Inland Empire Electrical League held its First Annual General Conference and Workshop in the Desert Hotel, Spokane. Portions of the program were devoted to news of television as it will affect retailers.

● **Richmond.** At the annual meeting held recently of the Electrical, Radio and Refrigerator Club, the following officers were elected: W. J. Hoggard as president, W. D. Carleton, vice president, C. F. Bennett, secretary and H. W. Wingo, treasurer.

● **Houston.** Affiliation of the Houston Appliance Dealers Association with NARDA has been jointly announced by H. W. Sinclair, president of HADA, and Mort Farr, NARDA president. Agreement on the move was made during the course of the Texas Appliance Television Dealers Educational One Day Clinic held recently.

● **Newark.** Charles McKew Parr, Sr., chairman of the board of Parr Electric Co., was elected president of the Essex Electrical League at its annual meeting. Other elected officers are James H. Kennedy, vice president; Arthur L. Davis, treasurer; and Stanley L. Chapin as secretary.

● **Nebraska-Iowa.** David B. Larson, Omaha factory representative for the Sunbeam Corporation, has been elected president of the Nebraska-Iowa Electrical Council. Other officers who will serve with Larson: M. M. Lewis, 2nd vice-president; B. Stahmer 1st vice-president; William Foster, secretary; E. O. Olsen, treasurer.

Heads Association



ROBERT J. MAGONI, appliance sales manager for Barnett's in New Orleans, has been elected president of the Radio and Television Assn. of that city, succeeding Albert V. Labiche. Robert V. Schumert is first vice-president, Stanley Reinherz second vice-president, Matt Bolland treasurer and Wes Massey secretary.



STEEL PROBLEMS occupy the attention of Bob MacNeille, president of St. Charles Kitchens, C. S. Motter, vice-president of Morton Mfg. Co., and T. H. Hardy, vice-president of Murray Corp. of America.

First Birthday

The appliance industry's youngest trade association—the Steel Kitchen Cabinet Mfrs. Assn.—celebrated its first birthday last month when members assembled in Cleveland for a



TWO NEWCOMERS to SKCMA offices congratulate each other. At left is American Kitchens' C. Fred Hastings, newly-elected member of the association's board of directors. At right is Art Tuscany, Jr., now a partner with his father, who is executive secretary of the group.

Honored on Anniversary



KEY FIGURES in the National Assn. of Electrical Distributors gathered in New York recently to honor executive director Charles G. Pyle on his tenth anniversary in that position. Seated, from left to right, are past presidents John Newton and John Busey, Pyle, president George F. Hessler, past presidents E. B. Ingraham, Lyle Fife and G. W. Peirce, Jr. Standing are NAED counsel Kendall DeBevoise and John Campbell, executive committee members L. E. Barrett, J. M. Johannesen, Titus B. Schmid and John F. Myers and staff members Alfred Byers, Al Pfaltz and Paul Mangan.

quarterly meeting. Although the group's anniversary falls in December, members voted to postpone their annual meeting until June to coincide with the closing of the association's fiscal year.

Continued good demand for steel cabinets was forecast by manufacturer-members during the meeting. They cited the increasing acceptance of steel cabinets by builders and a continuing increase in the use of such cabinets in single homes. As a result, continued growth of the steel cabinet market is expected and more dealers may be expected to handle kitchens. On the debit side of the ledger, manufacturers conceded that the volume of business from large housing developments may drop off in 1953.

Association members pointed out that CMP steel tonnage allocations for the first quarter of 1953 will reduce the industry's operating rate to the lowest level since the start of the Korean war. When these controls are removed (probably in the second quarter of the year) industry members anticipate that the backlog of orders will permit full operations.

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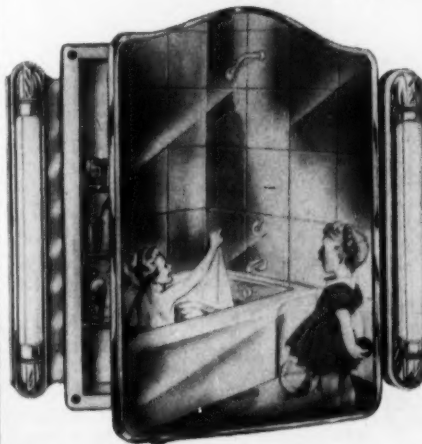
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QUALITY
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LIGHTED
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CLIFFORD C. GRAMER



GORDON G. HURT

Clifford C. Gramer has been named merchandising manager for Hotpoint, Inc., and is succeeded as advertising manager by Gordon G. Hurt, who was formerly assistant advertising manager. Gramer had been with Hotpoint since 1950 and was made ad manager in that year. Hurt joined Hotpoint in 1948.

Hoover Co.



WALTER A. MUNZ

Promotion of Walter A. Munz to the post of field sales manager has been announced to take effect as of January 1, 1953.

Whirlpool Corp.

Glenn Clark has been appointed director of management development for the company, while Juel Ranum has been named personnel director. Charles E. Klein has been designated regional sales manager for the company's operation in western New York and western Pennsylvania.

New Positions

Silex Company



STANLEY M. FORD

Announcement has been made of the appointment of Stanley M. Ford as president of the Silex Co. Ford was formerly president of Chicago Electric Manufacturing Co., and prior to that had been associated with the General Electric Co.

Westinghouse Electric Corp.



W. B. CREECH

W. B. Creech formerly assistant sales manager at the Mansfield plant, has been named manager of marketing and P. Y. Danley, formerly assistant sales manager at East Springfield, is now manager of the Springfield products.

Oster Mfg. Co.



G. W. ORR

G. W. Orr has been named sales manager of the company according to a recent announcement. Orr, prior to his appointment, held a like position with Chicago Electric Mfg. Co.

General Electric Co.

Three appointments on the sales staff of the small appliance division have been announced. D. H. Edwards will serve as special sales representative at divisional headquarters in Bridgeport. His former post, that of manager for the north central district will be filled by E. T. Carvill, previously district manager for the southeast. W. J. Pfeif replaces Carvill as southeastern district manager.

Magic Chef, Inc.

Announcement was made recently of the appointment of J. J. Edwards as manager of the company's newly created electrical products department.

Prentiss Wabers Co.



HARVEY T. ANDERSON

Harvey T. Anderson was appointed recently to the newly created position of sales promotion manager for the company.

Frigidaire Div.,
General Motors Corp.

B. W. Alvey has been appointed manager of rural sales, appliance sales department. Alvey takes over his new position after service with the company's range and water heater sales division.

Dayton Pump and Mfg. Co.

Melville C. Sorrell has been appointed sales representative for the company in Kentucky and eastern Tennessee, while Vernon R. Chesteen takes over a like post covering Mississippi, Louisiana, Alabama and western Tennessee.



J. J. MANNING



R. G. JOHNSON

A series of personnel changes have been made by Florence to enable the company to carry out its accelerated sales program. J. J. Manning has been named sales development manager and will be responsible for the operation of the sales program at the dealer level. R. G. Johnson, formerly sales promotion manager, has been made merchandising manager.

Chicago Electric Mfg. Co.



ADAM F. HEPP

Announcement is made of the appointment of Adam F. Hepp as sales manager for the company's Handy-hot division. Hepp's former position with the company was that of regional sales manager in the Chicago area.

Radio Corp. of America

Election of Cecil M. Dunn to the presidency, and Robert A. Seidel as chairman of the board of the new RCA Estate Appliance Corporation has been announced.

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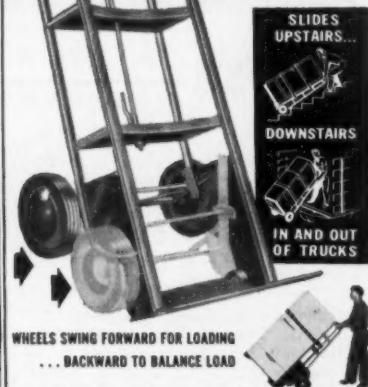
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EASLOAD APPLIANCE TRUCK

New Positions

Bendix Home Appliance Div.,
Avco Manufacturing Corp.



GERALD L. HARTMAN

Recent executive appointments within the company include Gerald L. Hartman, who was named kitchen appliance sales manager, and John K. Russell, Jr., and James W. Riley, who were made sales manager, range division, and sales manager, freezer division, respectively. Other new executive appointments include William A. MacDonough as director of merchandising and advertising, Edward C. Herbert as advertising manager, and Wilbur C. Jones as merchandising manager. Willard C. Foust, North Canton, Ohio has been named a district sales representative.

Crosley Div.,
Avco Manufacturing Corp.



LEONARD F. CRAMER

Leonard F. Cramer, assistant general manager of the Crosley division has been elected a vice president of Avco. An additional executive appointment is that of George B. Nelson as manager of range and water heater sales.

Two new regional zone managers have also been announced. Bert P. Cain becomes zone manager for television and radio sales in the St. Louis area, and F. P. Williams takes over a like position in the Kansas City zone.

Sensation Mower, Inc.

Cleland Vandeventer has been made national sales manager of Sensation Mower. Vandeventer has been associated with the company since 1945.

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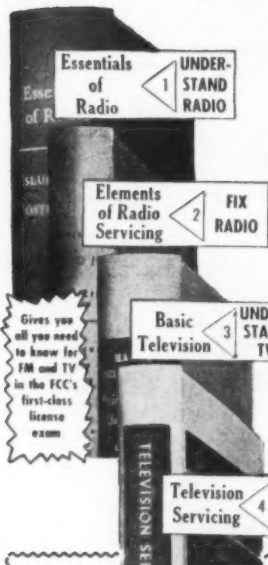
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LOVELL WRINGER ROLLS

Special 26" Ironer Covers 54¢

IRONER PADS AND COVERS

All sizes for all makes

WASHER AND IRONER PARTS

OHIO WASHER COMPANY

1223 Superior Ave. Cleveland 14, Ohio

HAND TRUCKS for Safe & Easy
handling of
RANGES, REFRIGERATORS,
DEEP FREEZE AND AIR
CONDITIONING UNITS,
RADIO & TELEVISION
SELF-LIFTING PIANO TRUCK CO.
PINDLAY, OHIO

Modern Appliance Displays Need LIGHTED MOTION!

The Action
Display-Way
To Boost
Your Sales!

ROTO-SHO
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!

Carries up to 300 lbs. Lights burn with table. We also produce mid- et fractional H.P. electric motors, electric motors and Christmas Tree turners. 24 hour delivery from stock.
GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St. New York 12, N. Y.

New Advertisements

received by January 14th will appear in the February issue subject to limitations of space available.

Address copy to the
Classified Advertising Division
ELECTRICAL MERCHANDISING
330 W. 42nd Street, New York 36, N. Y.

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising opportunities.

Electrical Merchandising

Quite A Year



Well, what kind of a year has it been?

It has been a year in which the war without end pursued its forgotten way in the rugged hills of Korea and in the polished halls of the United Nations. It has been a year in which the American people turned their backs on a political philosophy they had embraced for two decades and enjoyed a quiet revolution at the polls. It has been a year in which the fear of inflation gave way to the fear of deflation. It has been a year in which the population of the nation surged vigorously upwards; the productive economy continued to expand, employment reached new highs, incomes, despite taxes, set a record and savings were more than respectable.

It has been a year in which expenditures on the part of the government for war and defense, and expenditures on the part of industry for more plant and equipment, continued their uneasy alliance to provide the backbone for the booming economy. Agriculture, too, despite some declines, lent a bolstering hand.

Most important, from the standpoint of our industry is that it has been a year in which people began buying again. The excesses of the "scare-buying" days of 1950, due to a fear of shortages that never materialized, had run their course. Those days made that particular year one for the book, but brought in its wake an ebb tide of business that was to linger nearly two years. And, due partly to a resumption of what we like to call "normal buying," and partly to desperate cuts at the production level, it was a year in which bulging inventories of manufacturers, distributors and dealers shrank once again to something like historic proportions. In fact, it has been a year that restored the war-weary word "allocations" to the dealers' dictionary.

It has been a year in which governmental restrictions on our business were, to some extent, relaxed. Controls on the amounts of metals and other raw materials for manufacturing were partially lifted; prices of radio and television sets were permitted to seek their normal competitive levels (although parts and accessories were, curiously, excepted); and, most important, the Federal Reserve Board's stranglehold on consumer credit was repealed. Even that august board's stringent restrictions on mortgage requirements for new housing—so important in our business—was abated so that another million or so dwellings were constructed.

It has been a year in which other governmental decisions had a vital effect on our business. A year which saw Fair Trade re-instated as a law of the land in order to make possible the competitive preservation of little business against big. A year which saw the final thawing of the Federal Communications Commission's "freeze" on the construction of new television stations in the country—a "freeze" so solid it may take years to realize the potentialities of America's newest giant among industries.

It has been a year in which an almost inevitable expansion and consolidation in the manufacturing field has flowered. The struggle for competitive supremacy, among the few as opposed to the many, is only in its comparative infancy. It is characterized by mergers and consolidations of single-line companies with full-line; by the addition of new lines by existing companies and by competitive skirmishes at the distributing level for new alignments of sales power. It is a battle that may reach the retail level—and in some instances already has—in the near future.

It has been a year in which some devices, notably freezers, clothes dryers and air conditioners made specific gains during a period when other, older-established products were slipping. Food-freezer plans may be credited with an assist in the freezer field and a long, hot summer helped in the case of room air conditioners. But, unusual conditions notwithstanding, these new devices are moving up into the big time. Nor, do we mean to imply, that the others are fading; they are still the champs. When over a billion dollars worth of refrigerators and a like amount of home laundry equipment are sold in one year alone, you know they are the backbone of the industry. Add television with sales of some 6,000,000 sets in 1952, and you have more than a backbone—you have the whole carcass.

It has been a year in which fewer dealers managed to survive. The evidence is all about you. To those who found out, too late, that cutting prices was not the answer to profitable business, we can only say sadly, "we told you so." To those who tried on a shoestring and couldn't maintain the pace, we can only say, "better luck next time." And to those who were the victims of needless competition from their own industry, we can only point out that the new slogan of our business seems to be, "I can get it for you wholesale."

It has been quite a year . . .

Laurence Wray

EDITOR



1. LOW COST!

The price tag's smaller on a washer equipped with a Lovell wringer. You also save on soap, hot water, electricity and repairs.

2. FAST!

No long washing and rinsing cycle to wait for. Quick push or pull swings the Lovell "77" instinctive wringer to the next operating position. No groping for a position-lock lever.

3. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't break buttons or jam zippers.

4. SAFE!

Lovell instinctive wringers give automatic safety! A gentle pull on clothes, or a push on frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".

5. DOES HEAVY LIFTING!

A Lovell wringer takes a lot of work off a housewife's hands. Its conveyor action does 90% of the heavy lifting. No more worries about wash-day backaches.

6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

7. BUILT TO WORK BETTER, LAST LONGER

"GUARDED TOP" CONSTRUCTION gives housewives added protection. POWER ELECTRIC ROLLS with three laminations of rubber give right cleansing pressure. HARDWOOD BEARINGS never need oiling, won't stain wash. SINGLE LEAF SPRING gives balanced pressure. ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

Help yourself to the bread and butter

Wringer-washers always *were* your bread and butter. And sales figures show that they *still are!* In 1952, wringer-washers accounted for approximately 50% of all washer sales! About 1,500,000 of them were made and produced. That proves millions of today's women want the features only a wringer-washer can give them. And the features they want *most* are the ones they get in a washer equipped with a Lovell wringer. So brush up now on Lovell's 7 big sales points. Use them every time a customer comes in!



**Pressure Cleansing
Wringers**

LOVELL MFG. CO., ERIE, PA.

Also makers of gas and electric Drying Systems

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)



For the Answers to
Successful
Appliance Retailing today,
see pages 167 through 170